

FIG. 1
PRIOR ART

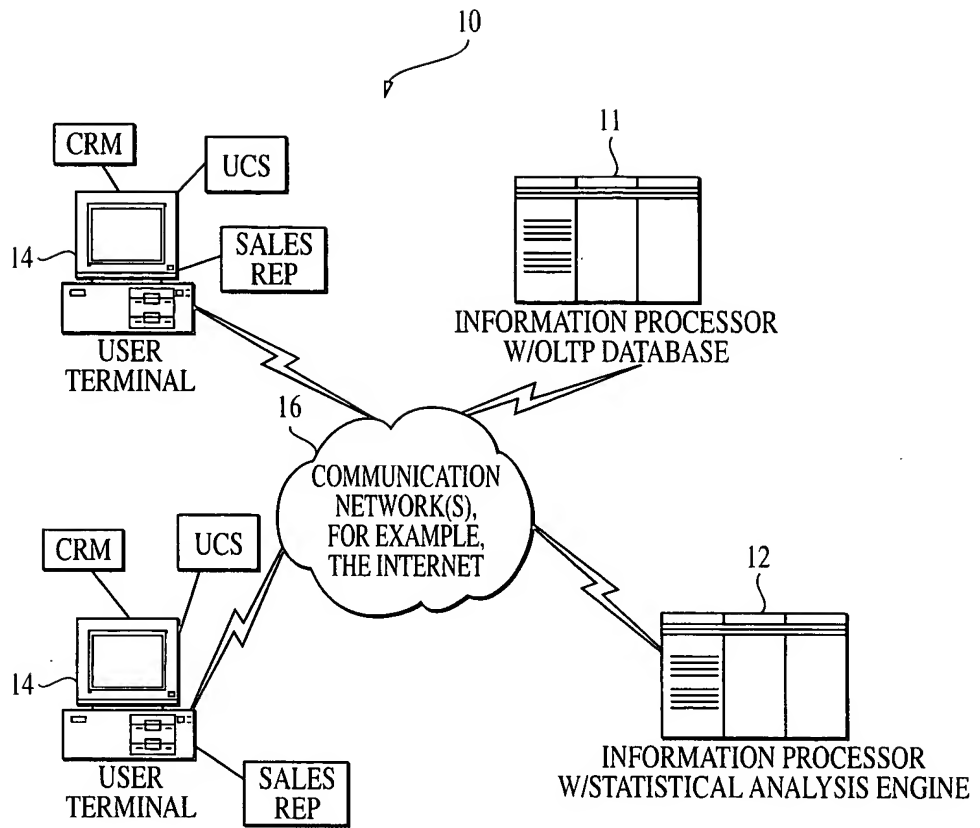


FIG. 2

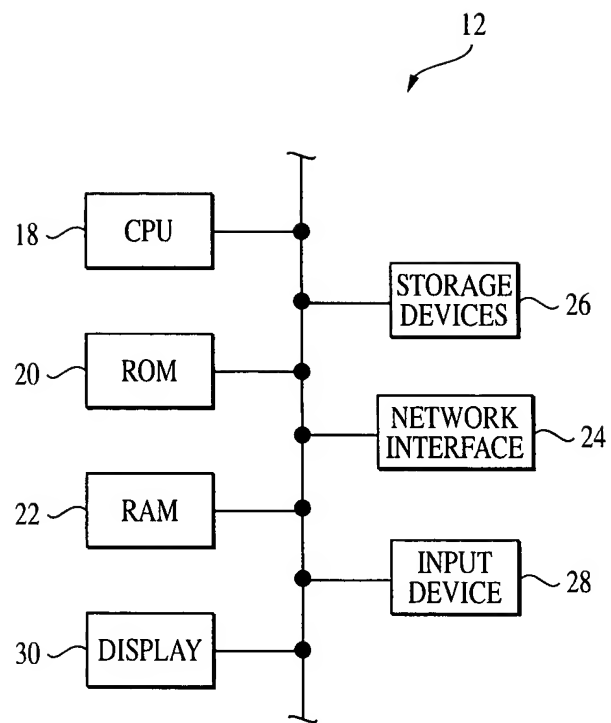


FIG. 3

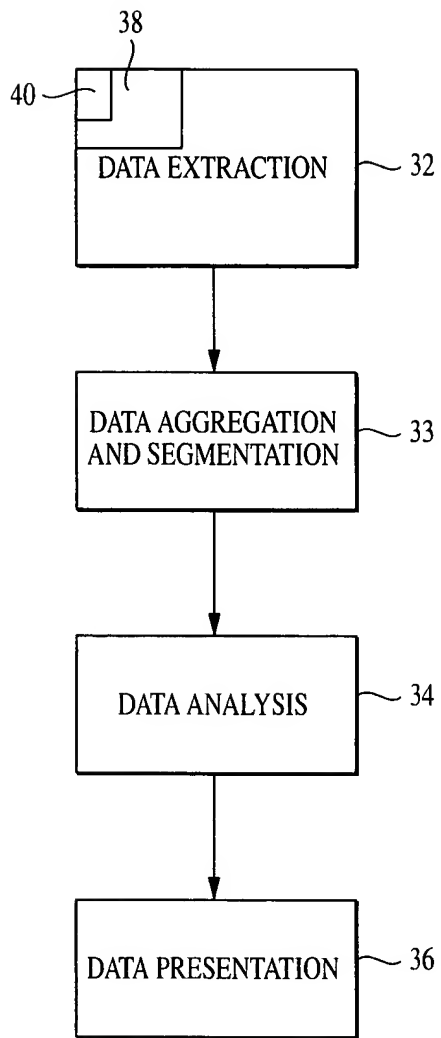


FIG. 4

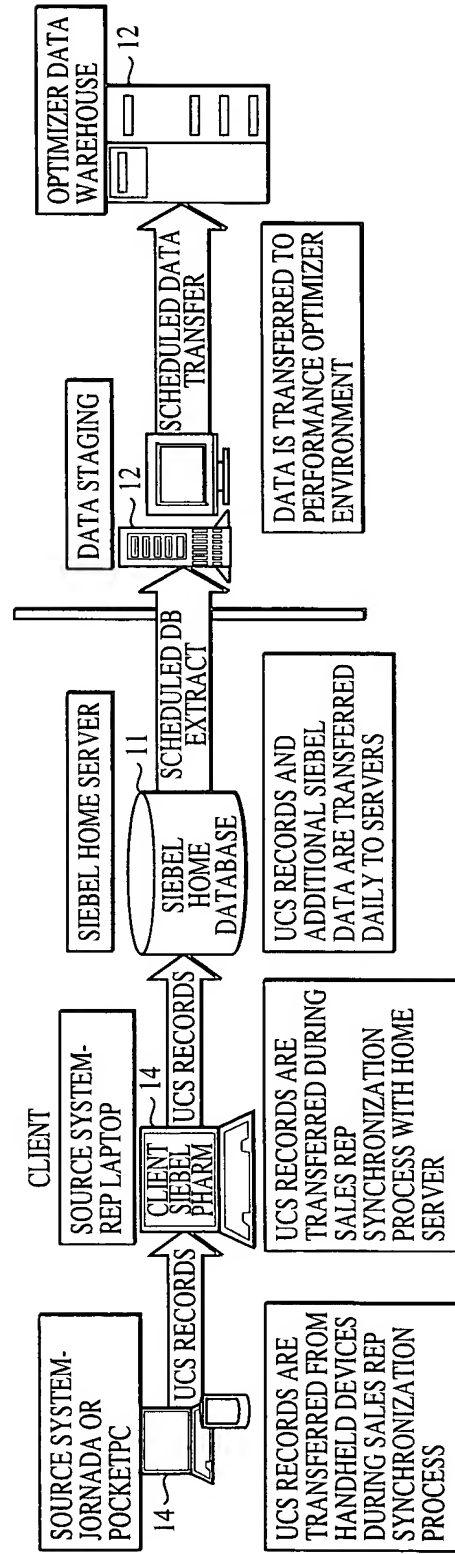


FIG. 4A

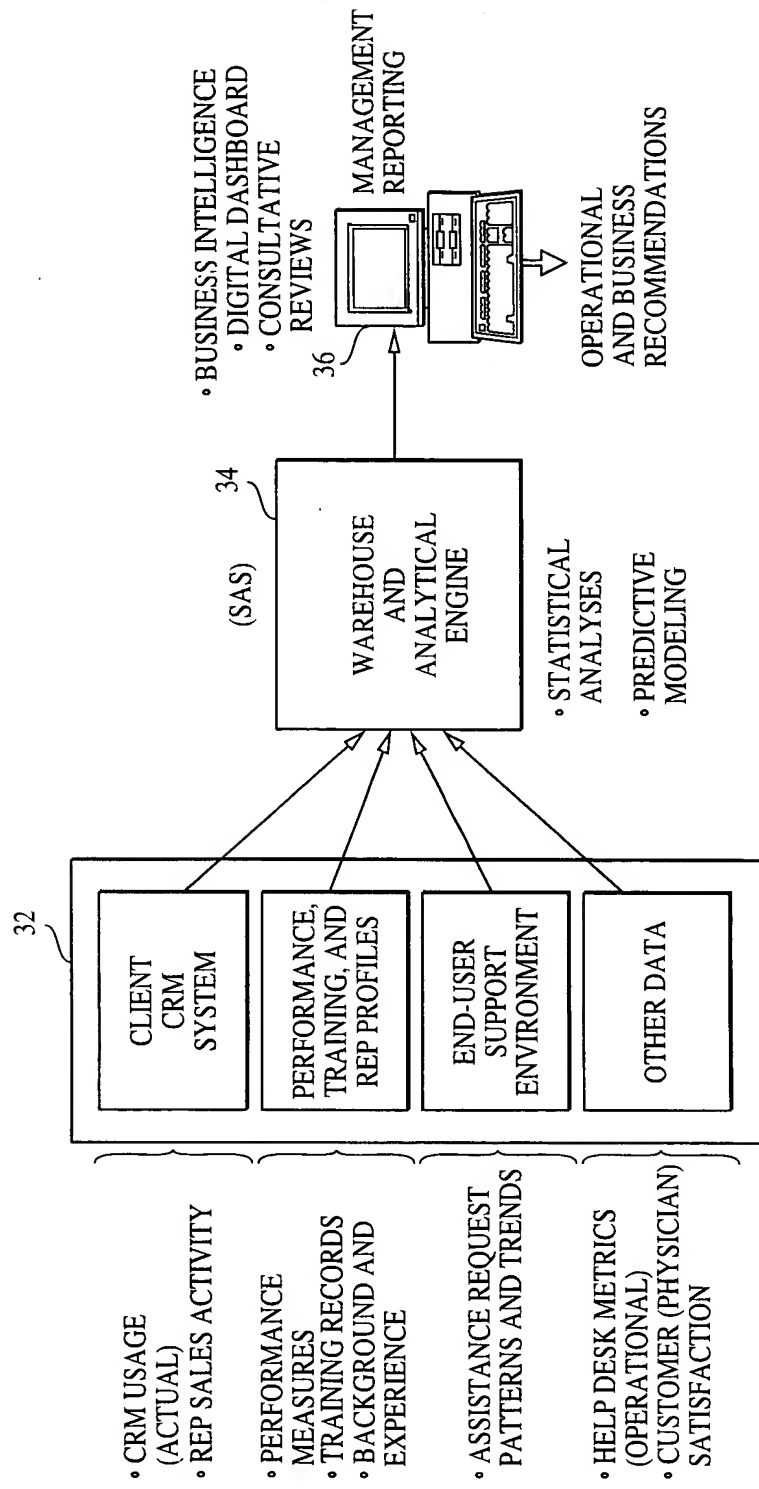


FIG. 5

BUSINESS PROCESSES AND SUB-PROCESSES	
• ADMIN	• POSTCALL
> INFORMATIONAL	> DETAILING
> SYSTEM	> INFORMATIONAL
> TIME OFF TERRITORY	
• ANALYSIS	• PRECALL
> EFFORT	> INFORMATIONAL
> INFORMATIONAL	> PLANNING
> MARKET	> SCHEDULING
> PLANNING	
• EVENTS	
> EXECUTION	
> PLANNING	
	• OTHER (INCLUDED)
	• MANAGER (NOT INCLUDED)

FIG. 5A

DEPENDENT VARIABLE: ATTAINMENT OF QUOTA	
• CRM SYSTEM DIAGNOSTICS: SESSIONS, SYNCs, QUERIES, TIMEOUTS	
• TIME ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-DETAILING, POSTCALL-INFORMATIONAL, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS	
• HITS ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-INFORMATIONAL, POSTCALL-DETAILING, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS	
• EFFORT: ACTIVITIES, DETAILS	
• HELPDESK: OFF THE SHELF, HARDWARE, CLIENT SPECIFIC, BUSINESS EVENTS, CONNECTIVITY, EMAIL, SFA-CRM	
• INDICATORS: ISS REPS, TRAINER REPS	
• DEMOGRAPHIC: YEARS IN TERRITORY, YEARS WITH BERLEX, QUOTA END OF YEAR	

FIG. 5B

DEPENDENT VARIABLE: DETAILS

- CRM SYSTEM DIAGNOSTICS: SESSIONS, SYNCs, QUERIES, TIMEOUTS
- TIME ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-DETAILING, POSTCALL-INFORMATIONAL, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS
- HITS ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-INFORMATIONAL, POSTCALL-DETAILING, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS
- HELPDESK: OFF THE SHELF, HARDWARE, CLIENT SPECIFIC, BUSINESS EVENTS, CONNECTIVITY, EMAIL, SFA-CRM
- INDICATORS: ISS REPS, TRAINER REPS
- DEMOGRAPHIC: YEARS IN TERRITORY

FIG. 5C

DEPENDENT VARIABLES: HITS AND USAGE

• EFFORT: ACTIVITIES, DETAILS

• HELPDESK: OFF THE SHELF, HARDWARE, CLIENT SPECIFIC, BUSINESS EVENTS,
CONNECTIVITY EMAIL, SFA-CRM

• INDICATORS: ISS REPS, TRAINER REPS

• DEMOGRAPHIC: YEARS IN TERRITORY

FIG. 5D

USAGE DASHBOARD CONCEPTUAL/LOGICAL DIMENSIONAL MODEL - PART I

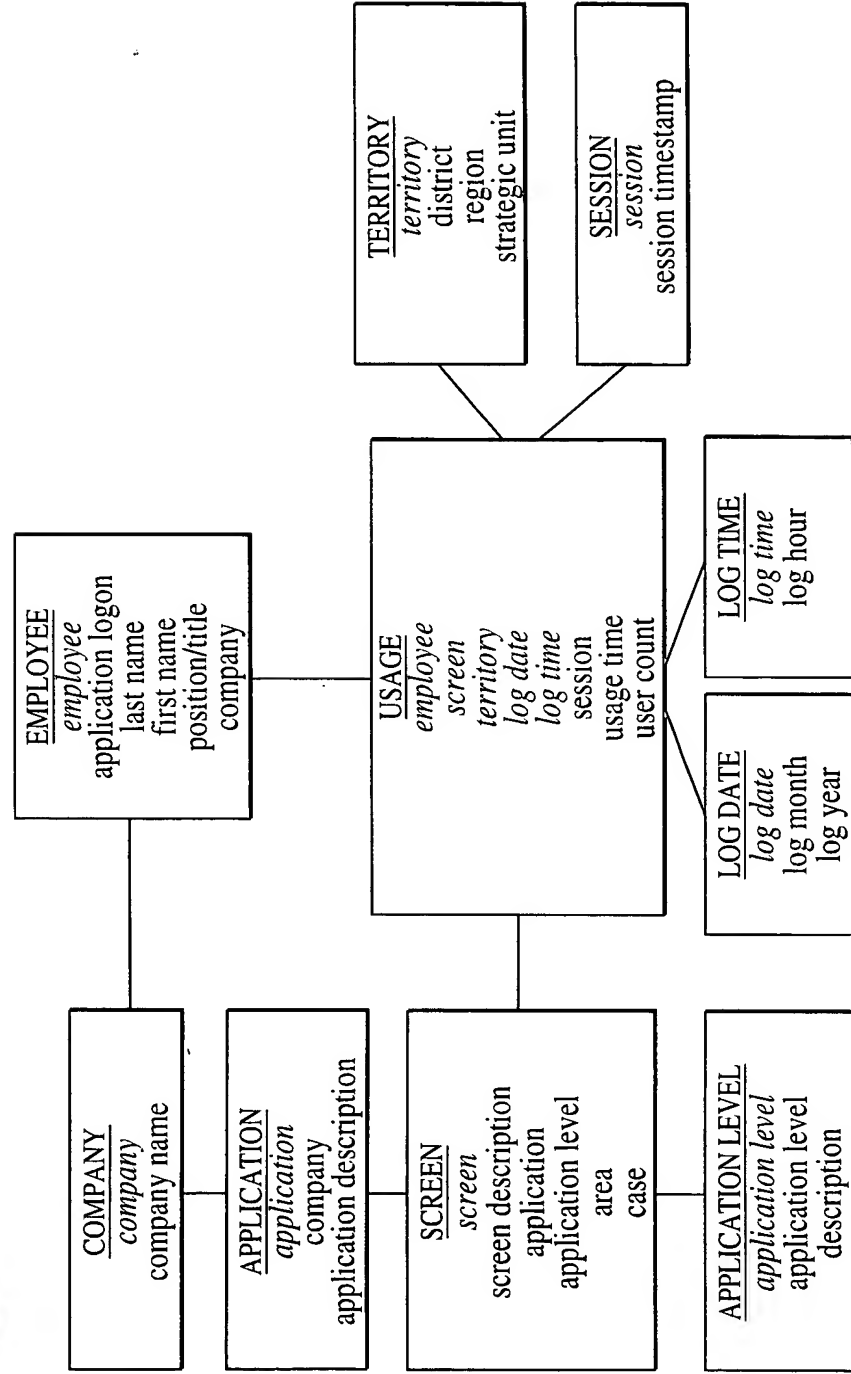


FIG. 6A

USAGE DASHBOARD PHYSICAL DIMENSIONAL MODEL - PART I

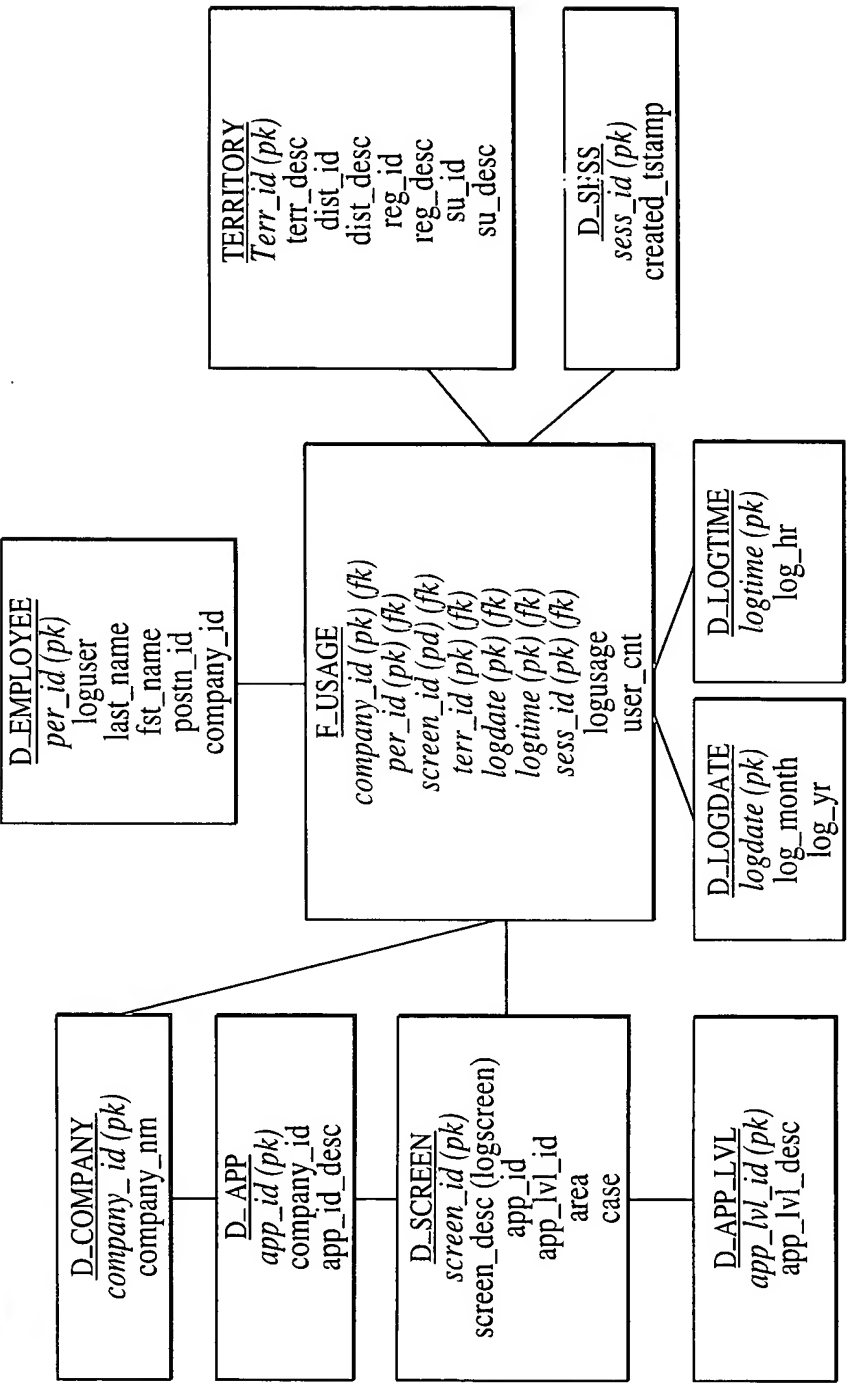


FIG. 6B

USAGE DASHBOARD CONCEPTUAL/LOGICAL DIMENSIONAL MODEL - PART II

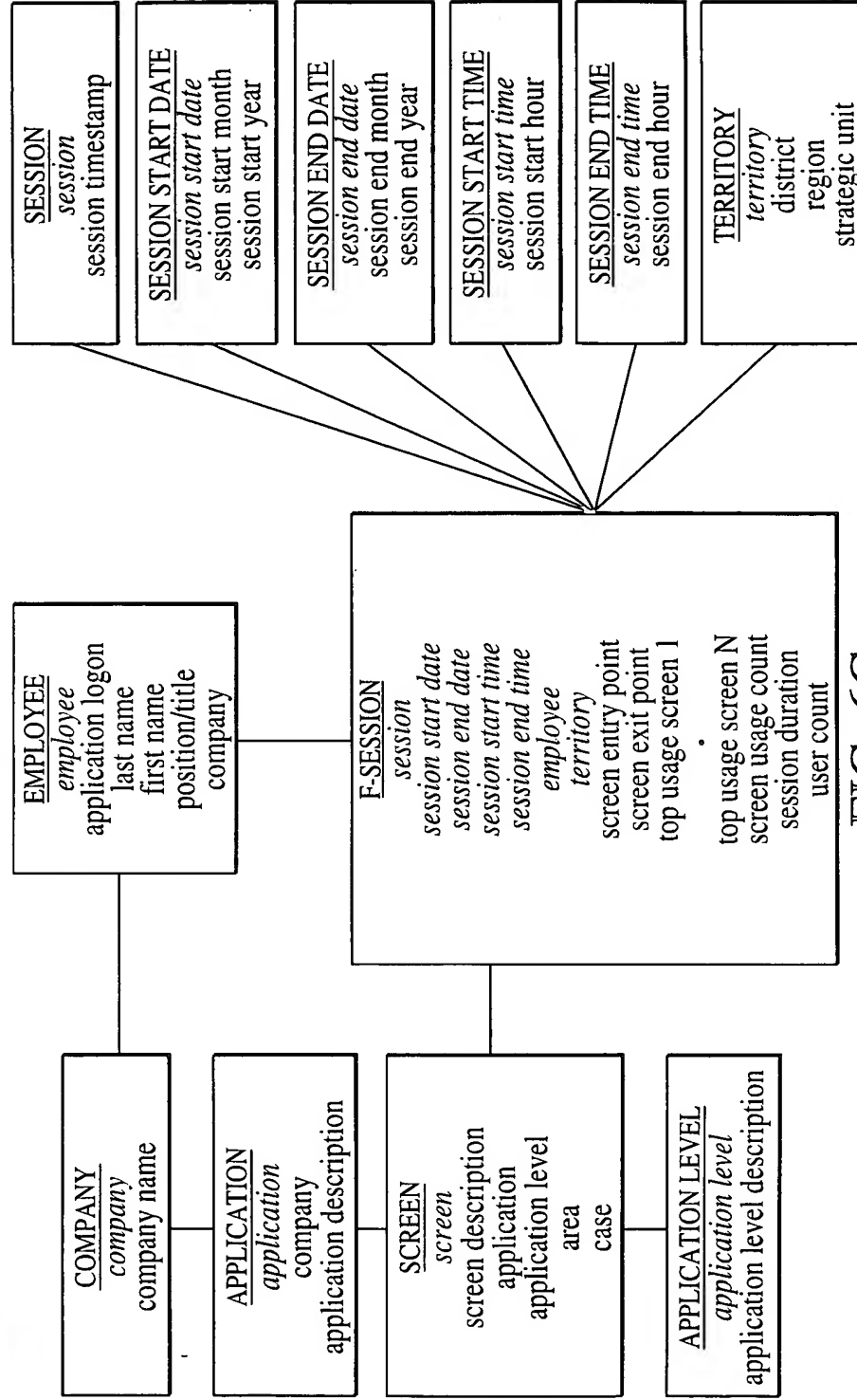


FIG. 6C

USAGE DASHBOARD PHYSICAL DIMENSIONAL MODEL - PART II

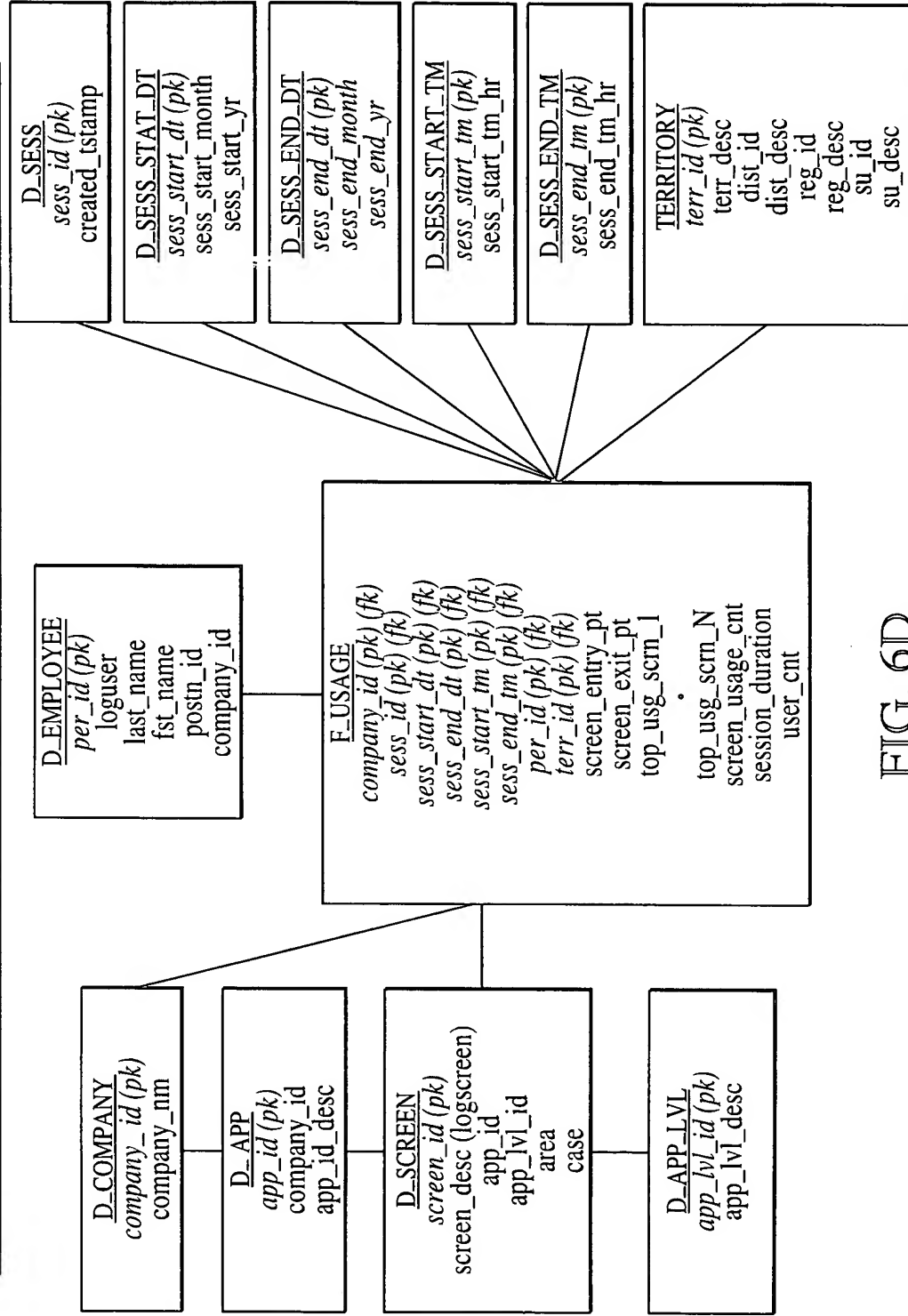


FIG. 6D

USAGE DASHBOARD CONCEPTUAL/LOGICAL DIMENSIONAL MODEL - PART III

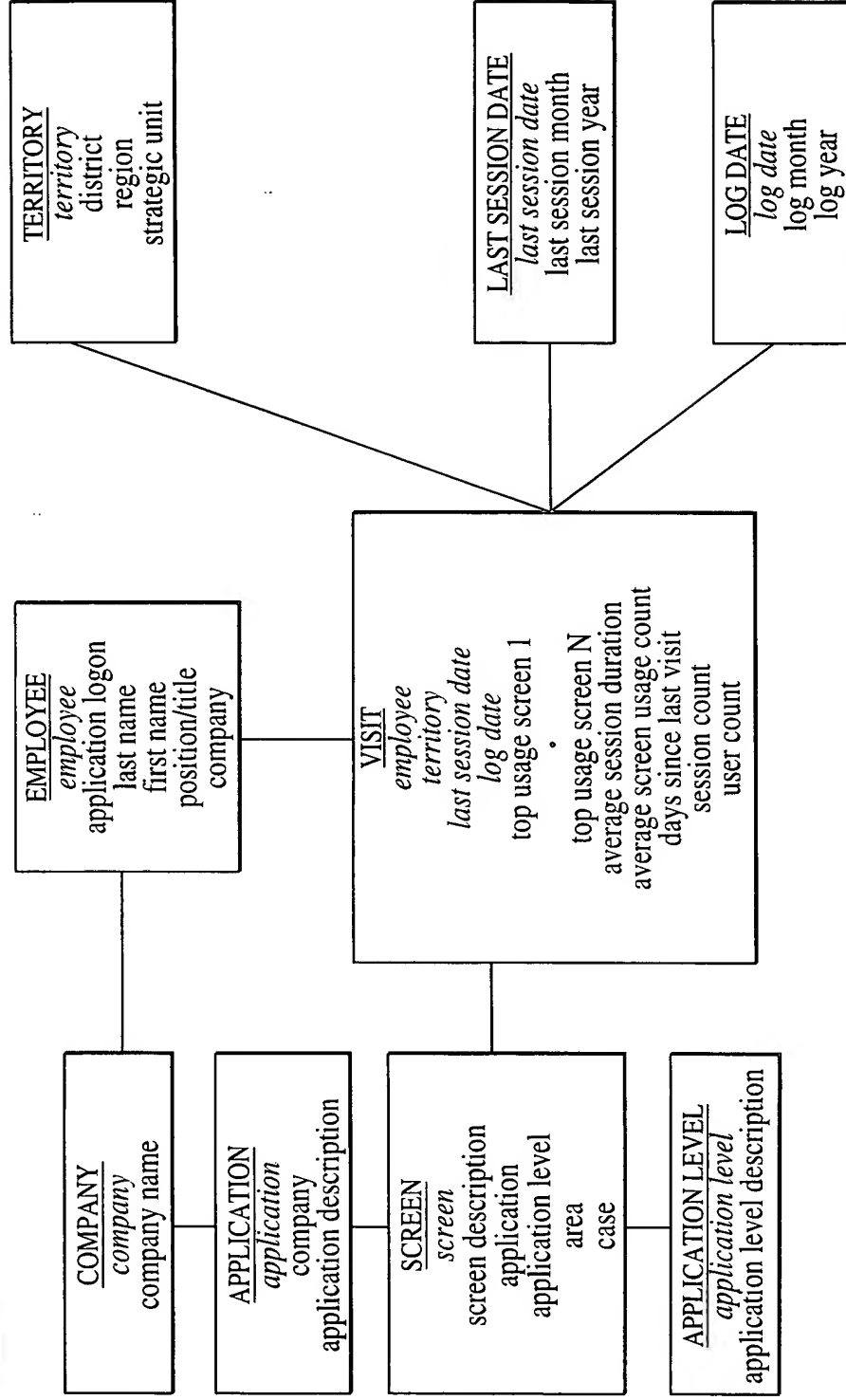


FIG. 6E

USAGE DASHBOARD PHYSICAL DIMENSIONAL MODEL - PART III

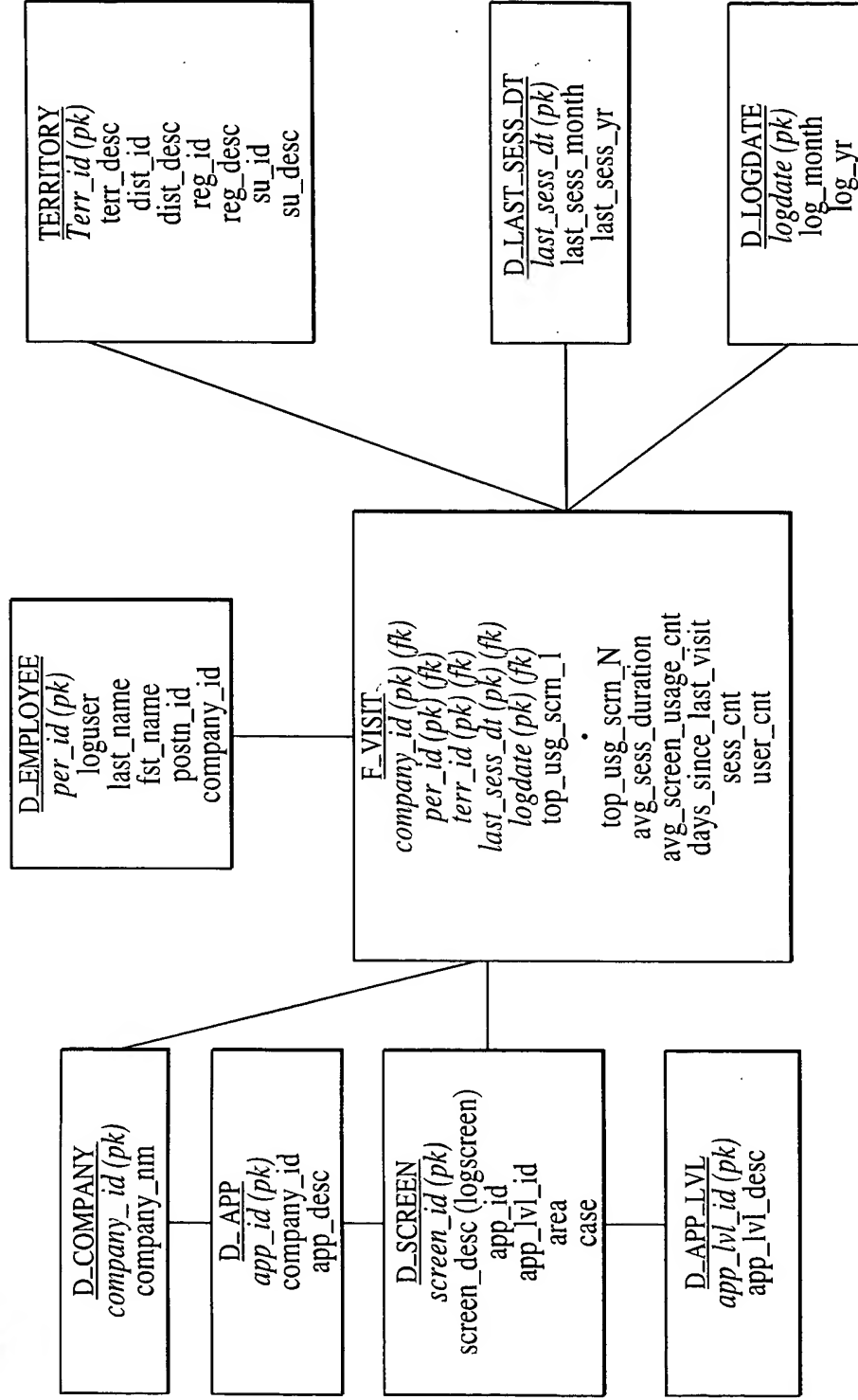


FIG. 6F

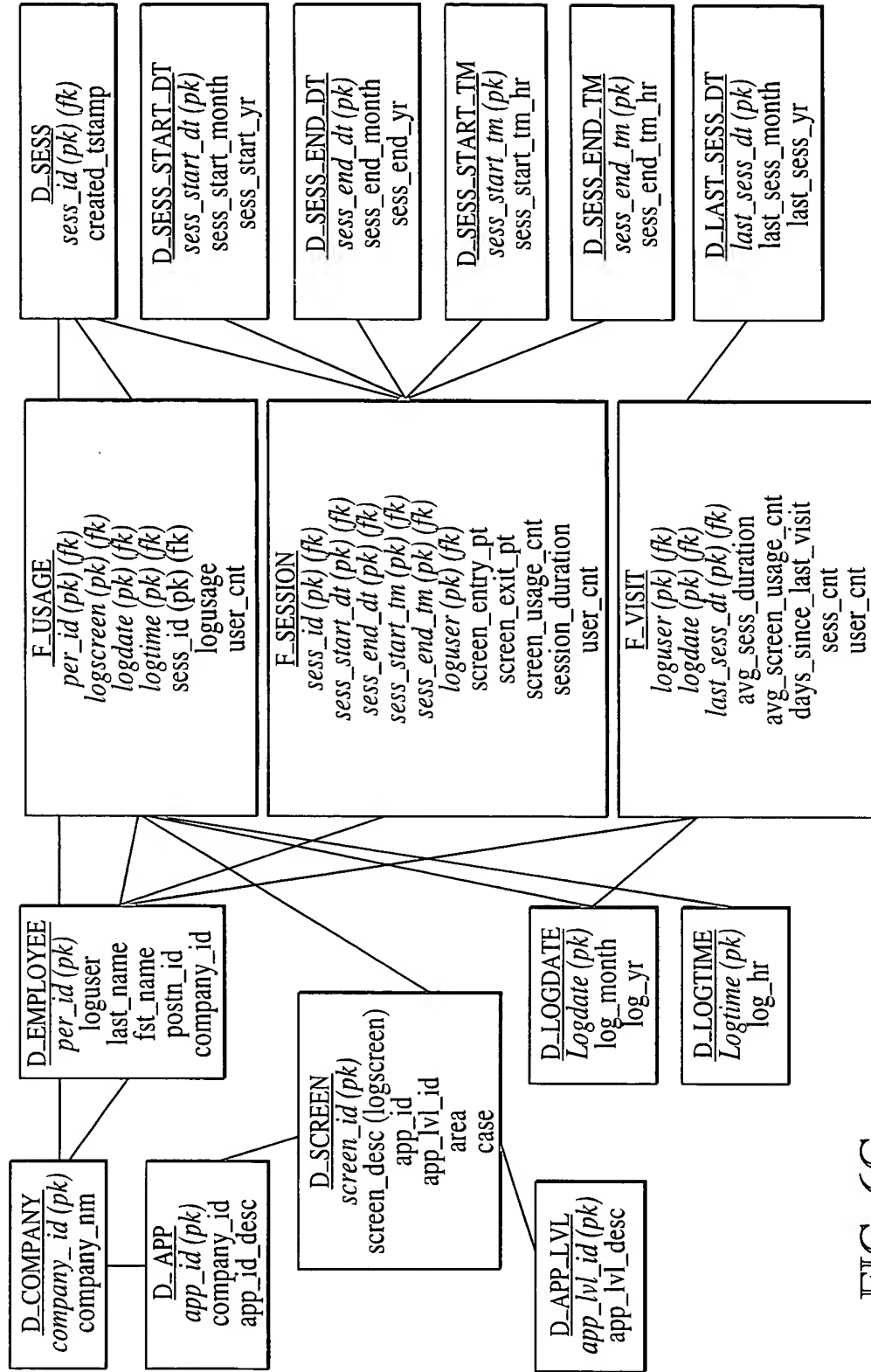


FIG. 6G

PERFORMANCE OUTCOMES DASHBOARD CONCEPTUAL/
LOGICAL DIMENSIONAL MODEL

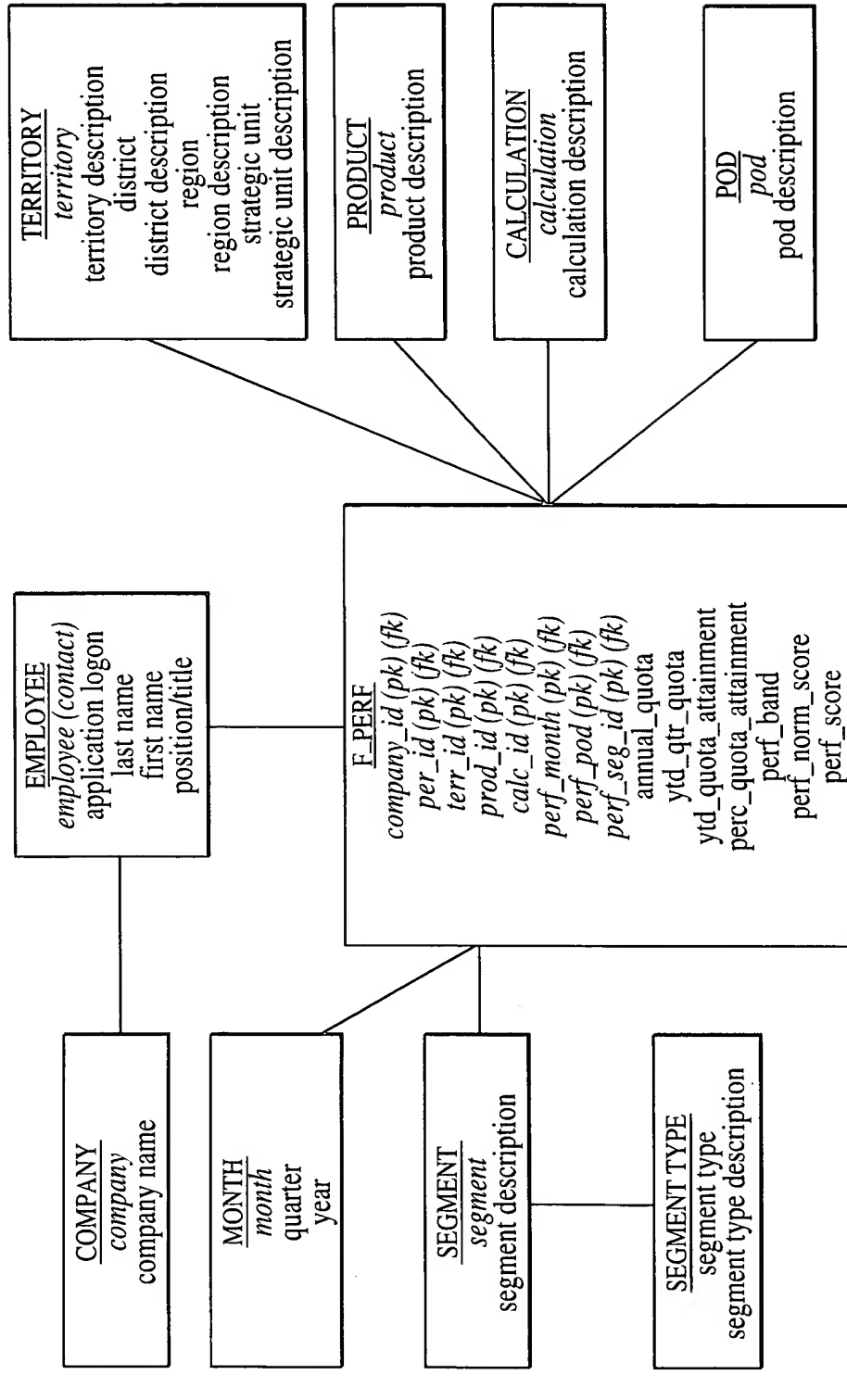


FIG. 6H

PERFORMANCE OUTCOMES DASHBOARD PHYSICAL DIMENSIONAL MODEL

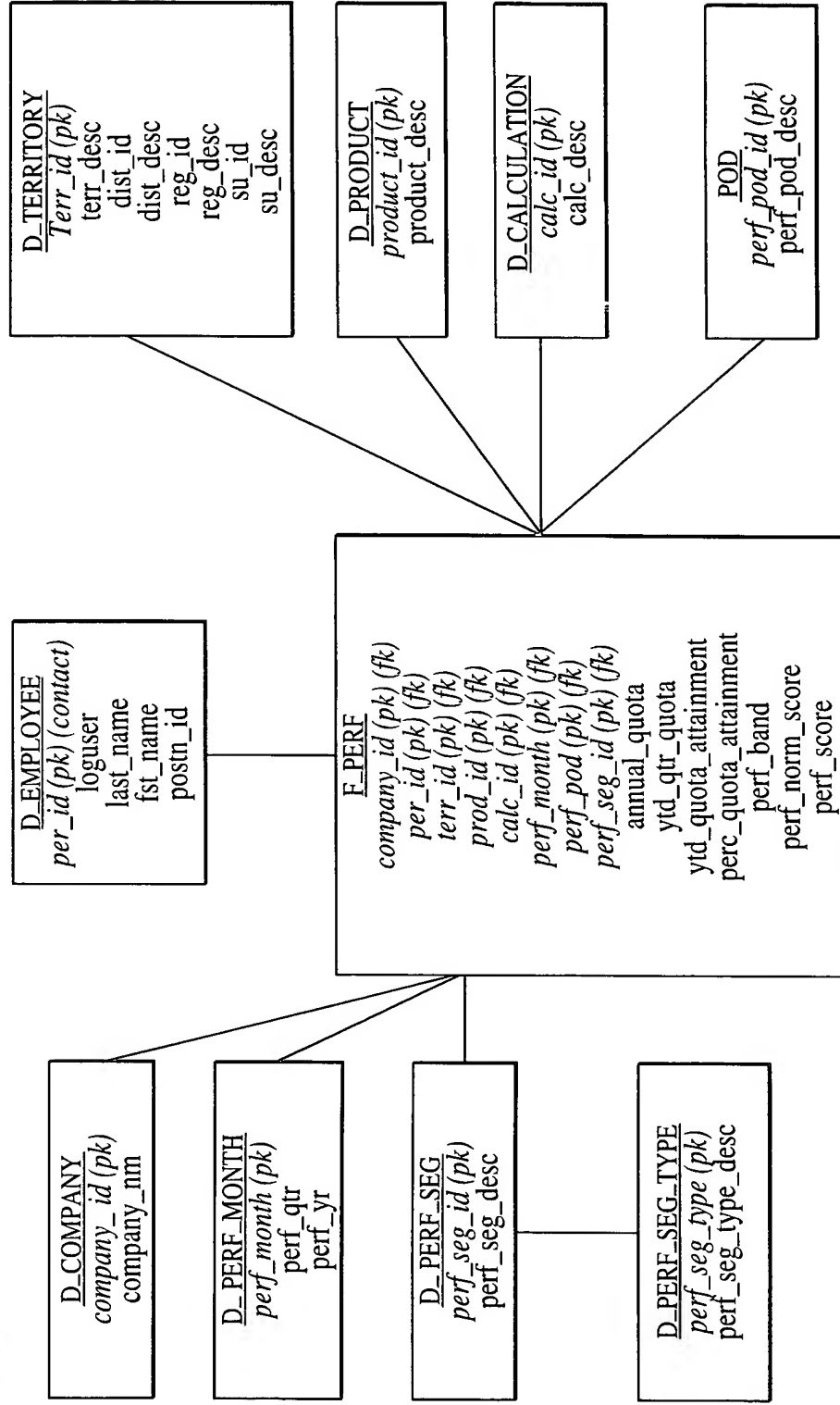


FIG. 6I

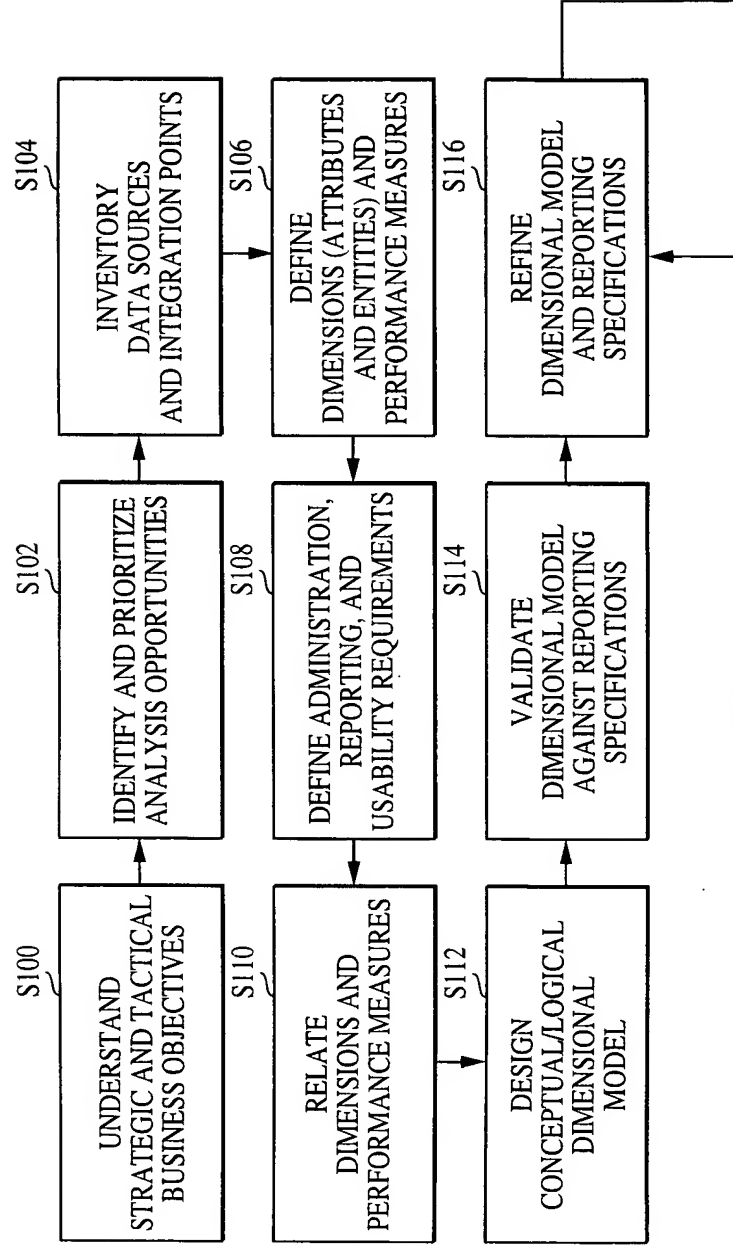


FIG. 7

ACCOUNT (COMPANY)	ASSET	CALL DETAIL (CONTACT)	FULFILLMENT (DELIVERY /SHIPMENT)
INVENTORY	INVOICE / ORDER	OFFER (PROMOTIONS)	PHYSICIAN (END CLIENT)
POD	PRODUCT	QUEUE / SWITCH	QUOTA (TRANSACTION)
SALES REPRESENTATIVE (CLIENT EMPLOYEE)	SCREEN	SEGMENT	SUPPORT CENTER (HELP DESK)
SURVEY	TERRITORY	TIME	USAGE

FIG. 8

STATISTICAL MODELING PHYSICAL DIMENSIONAL MODEL

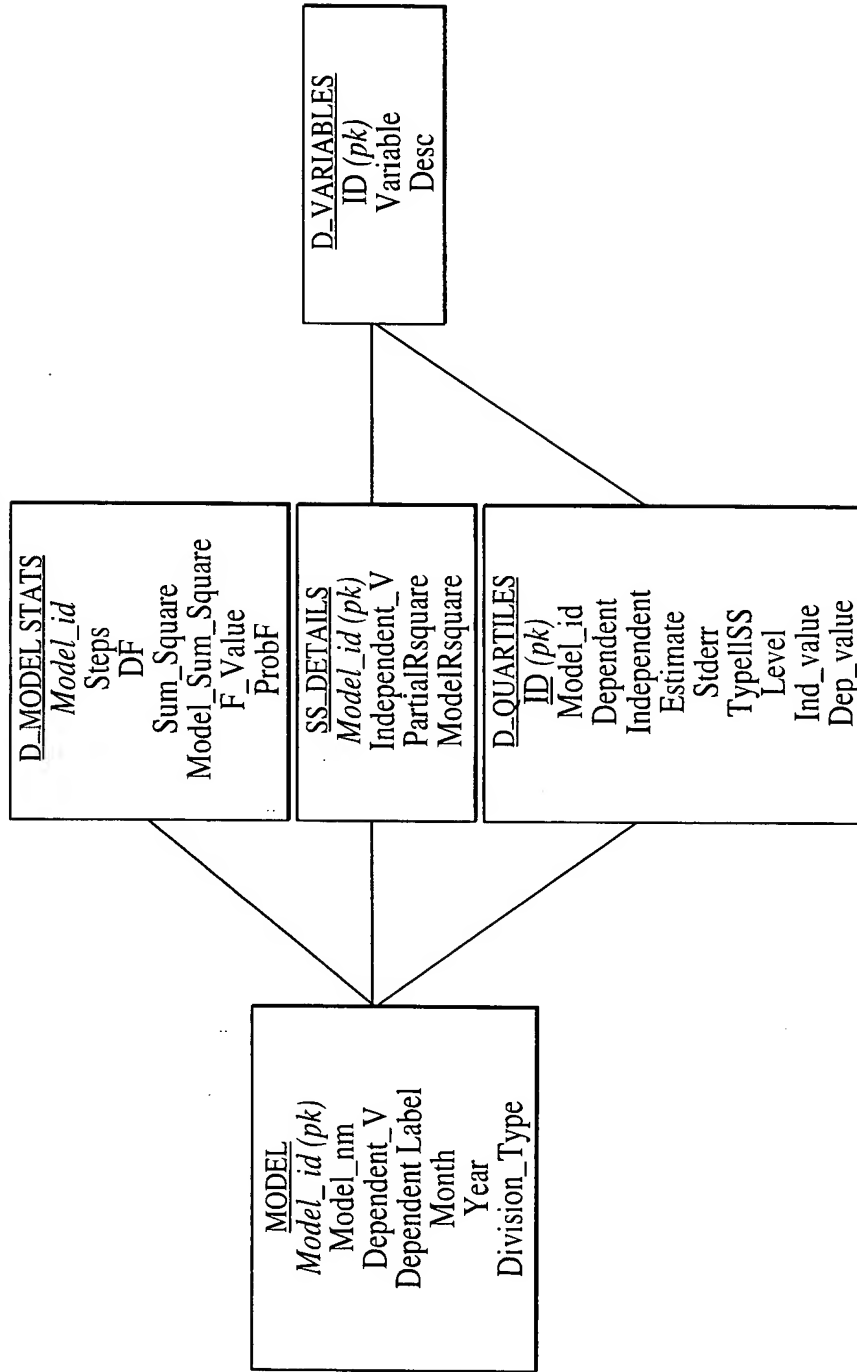


FIG. 8A

PRODUCT FRAMEWORK

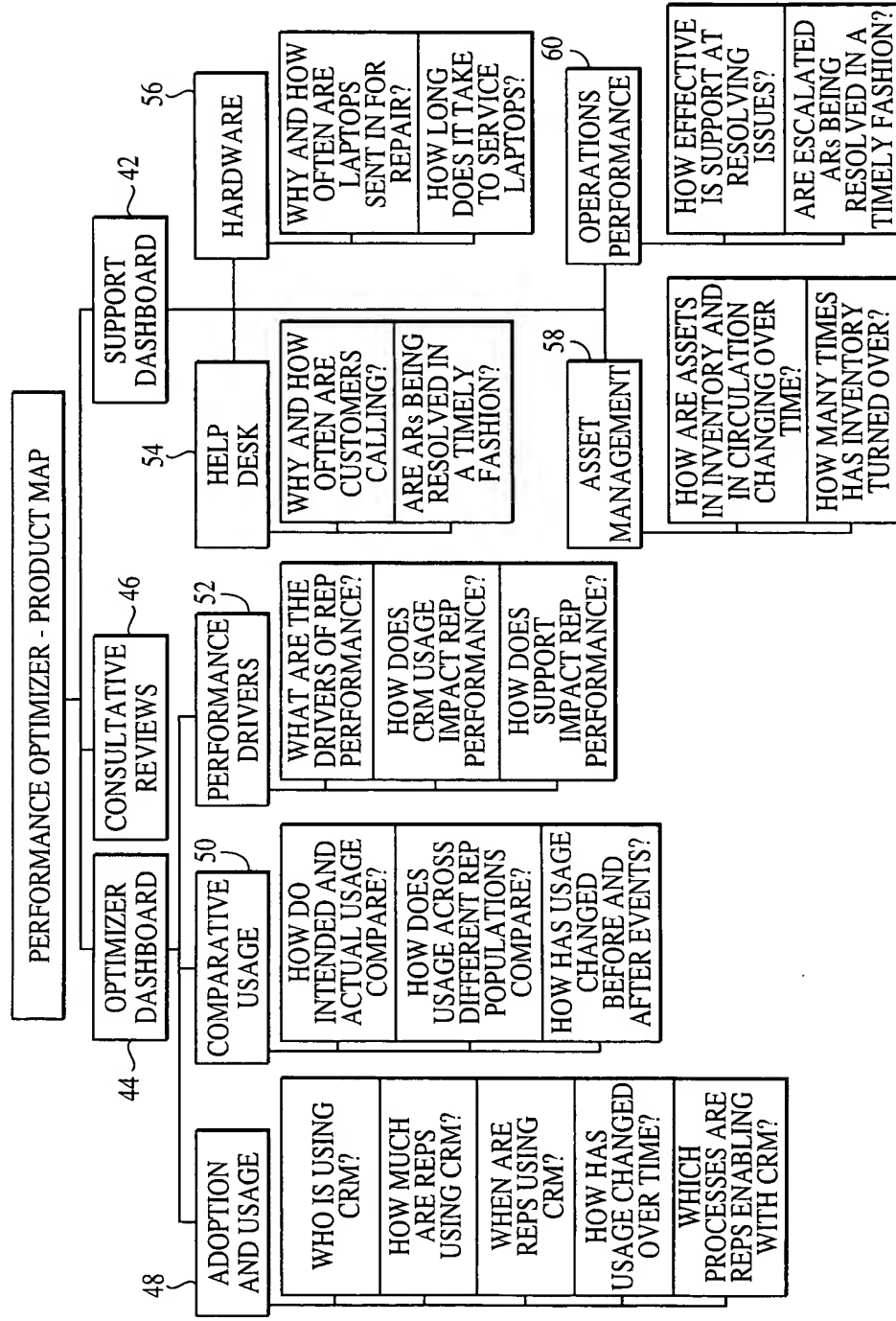
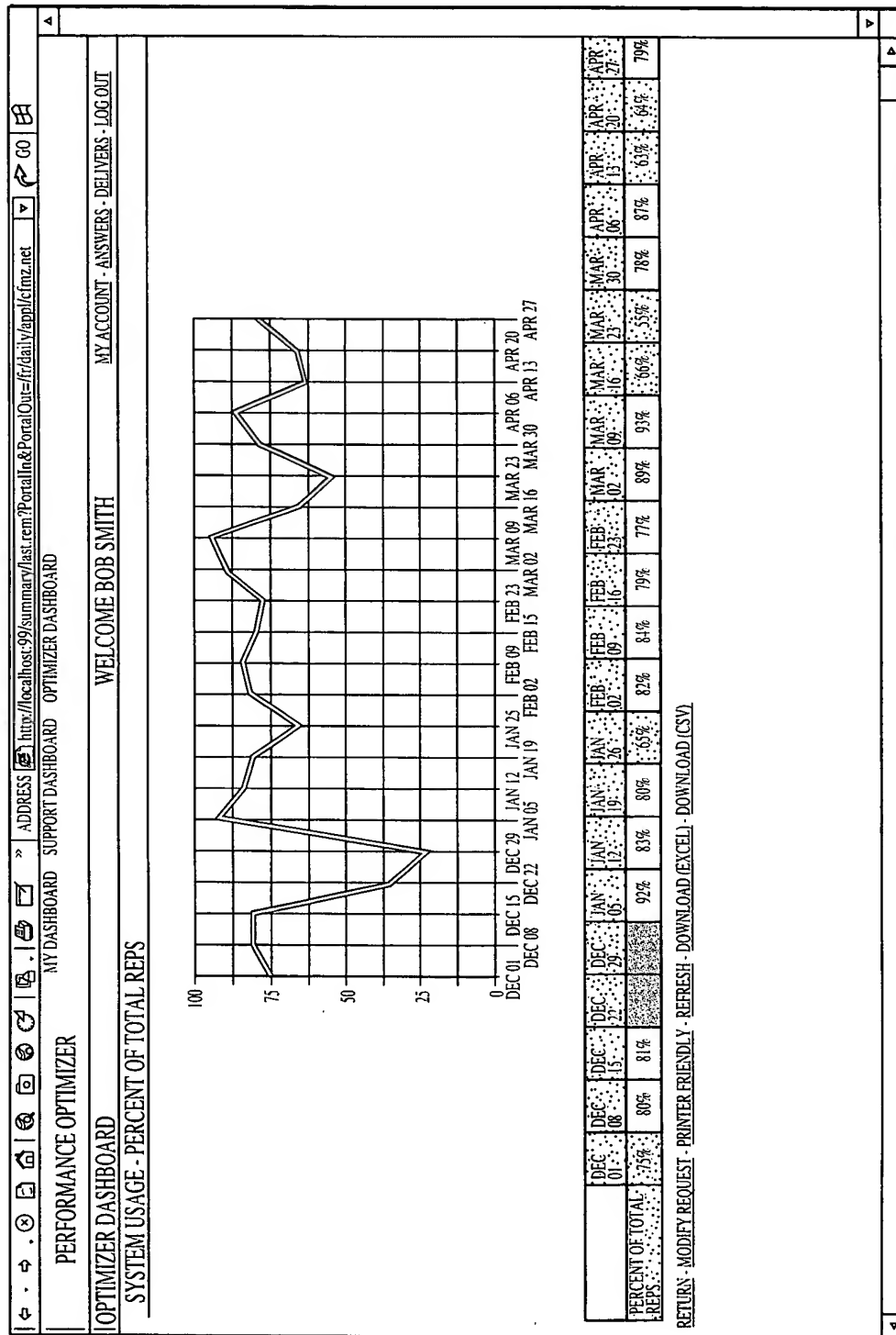
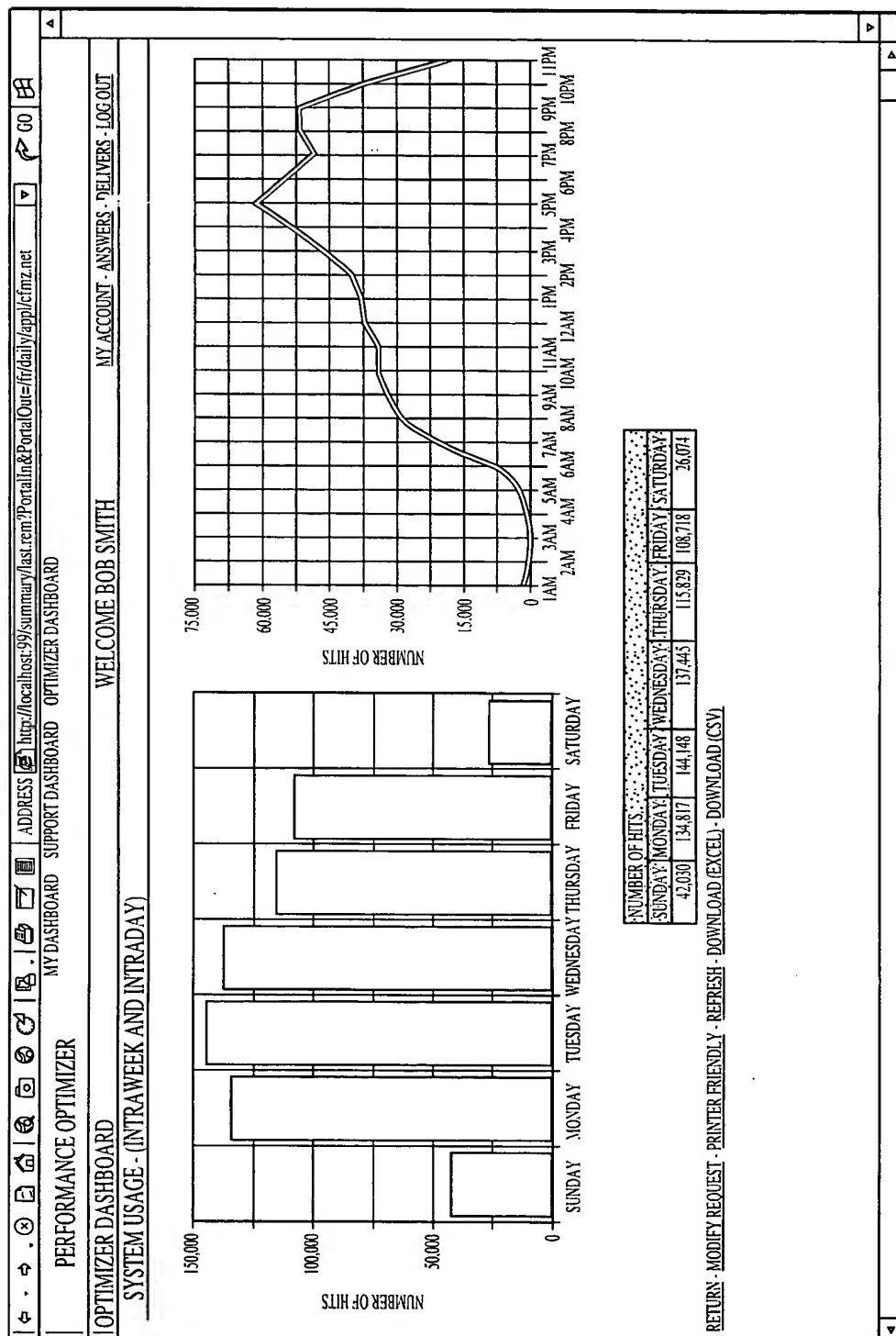


FIG. 9A





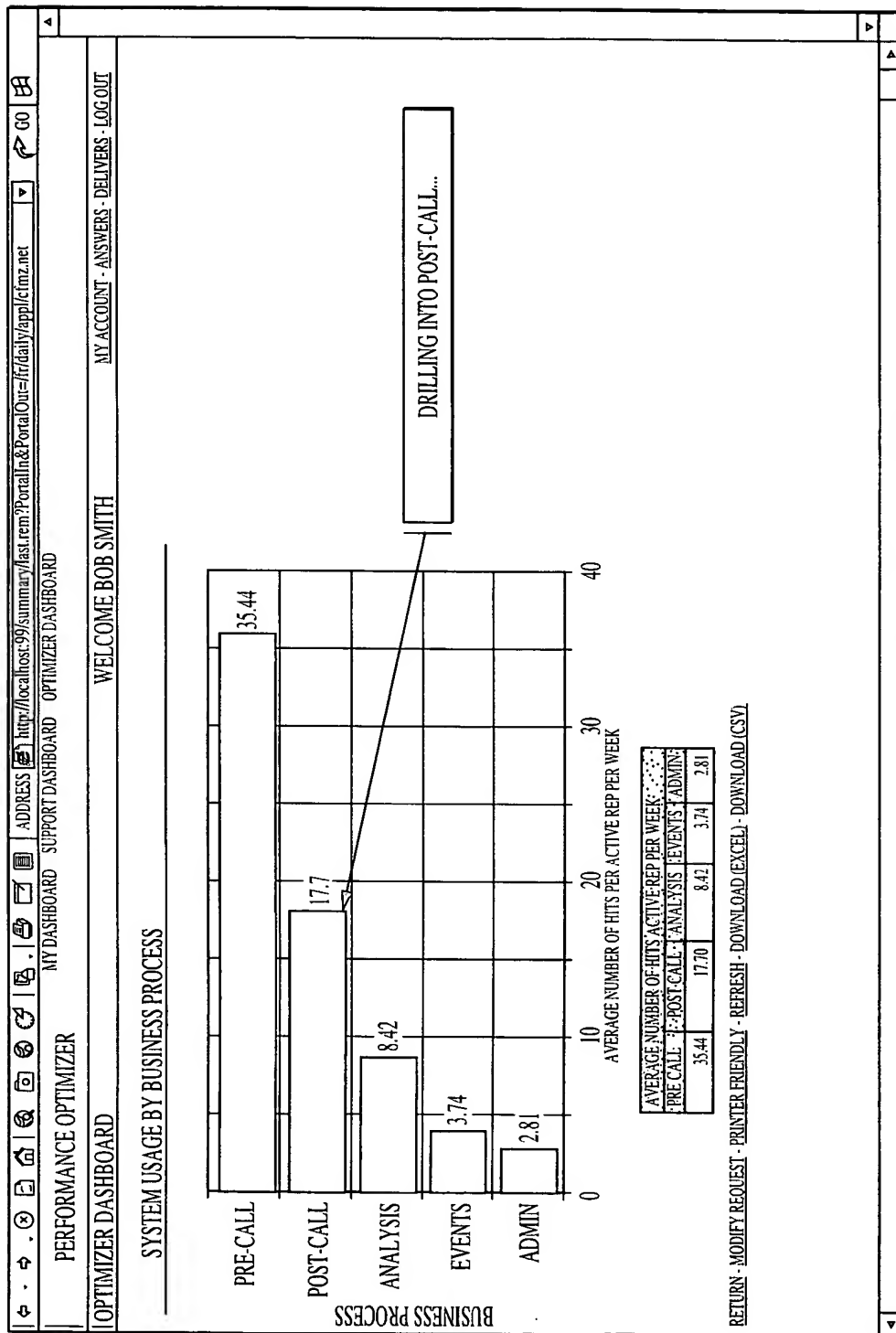


FIG. 9D

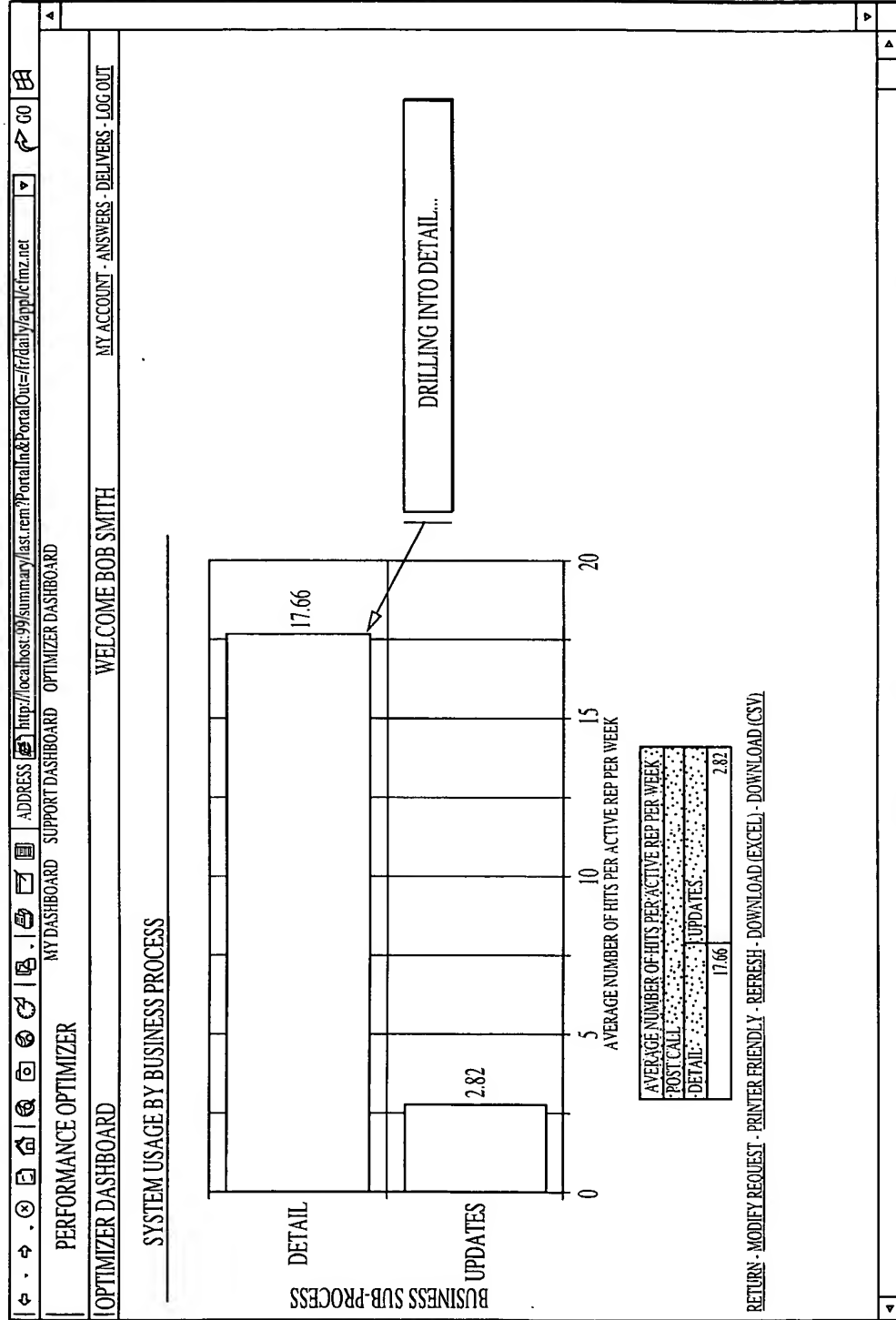


FIG. 9E

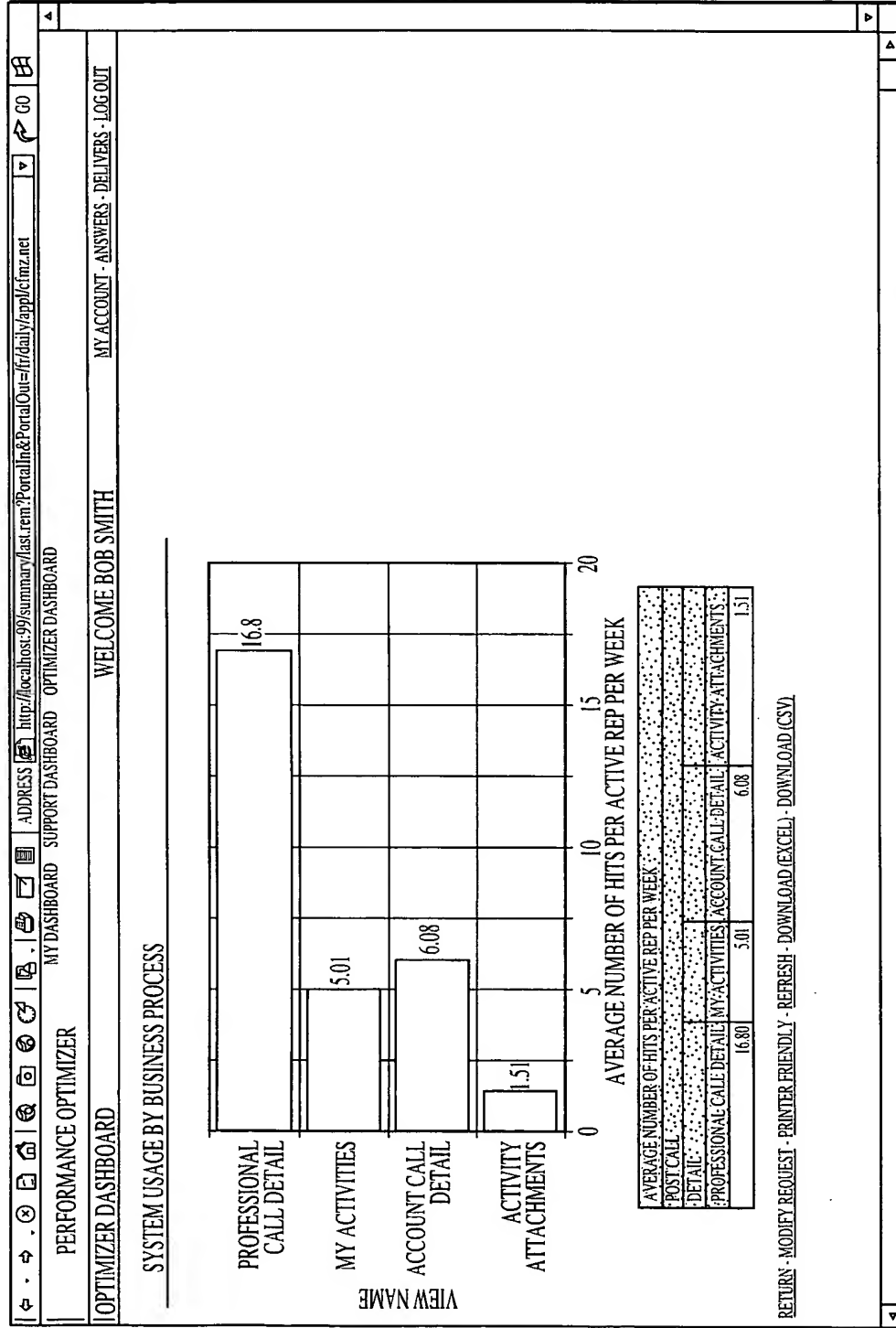


FIG. 9F

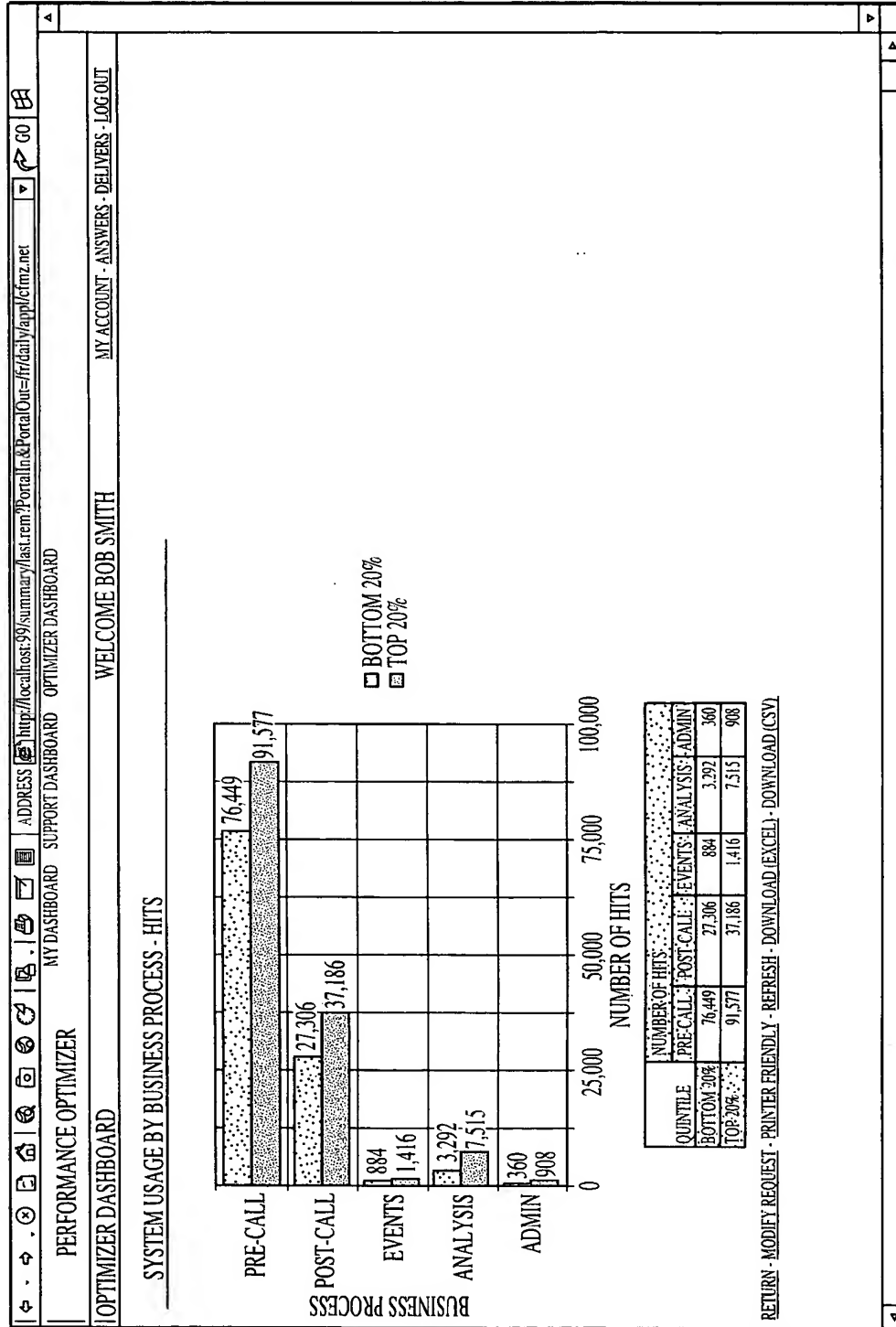


FIG. 9G

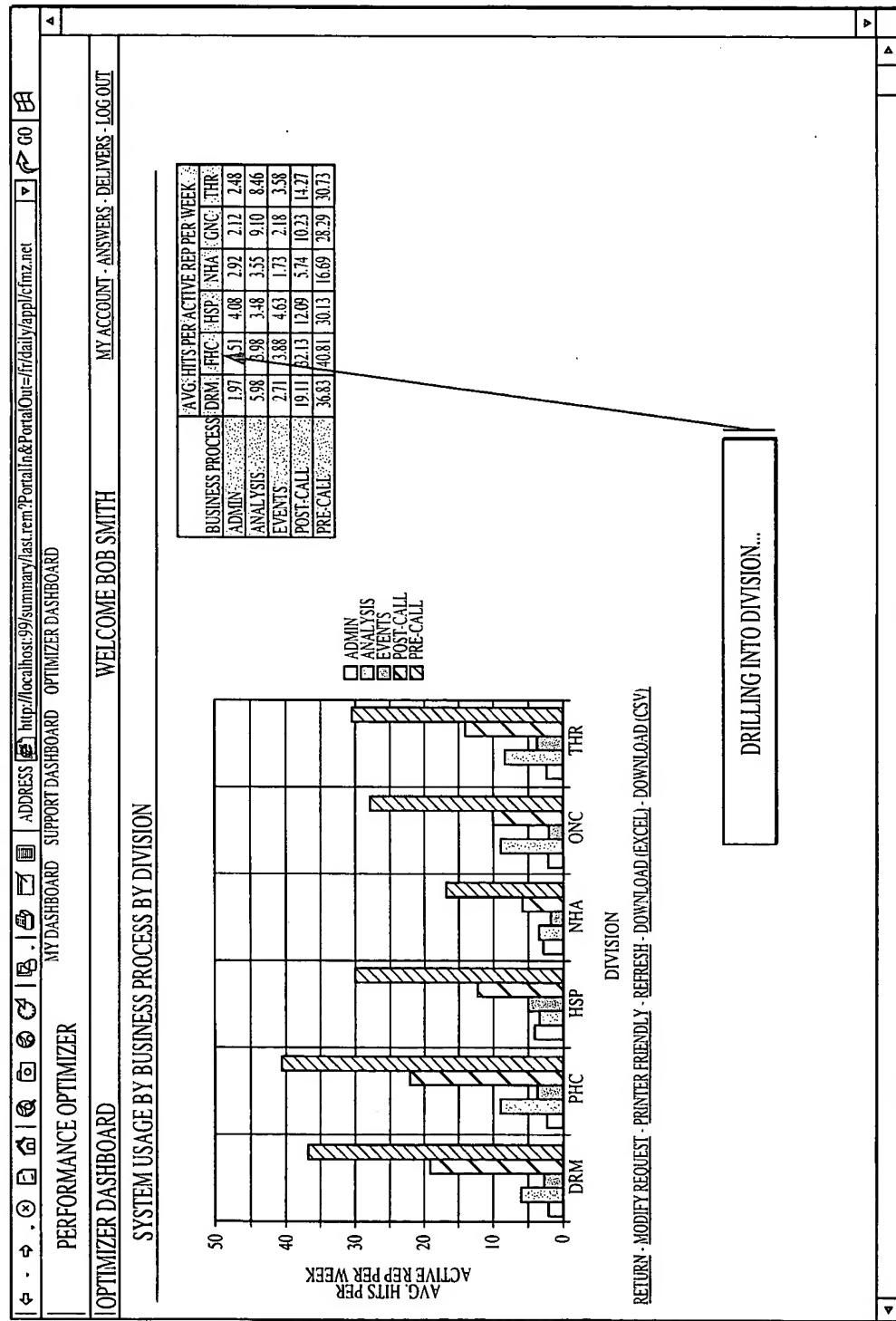


FIG. 9I

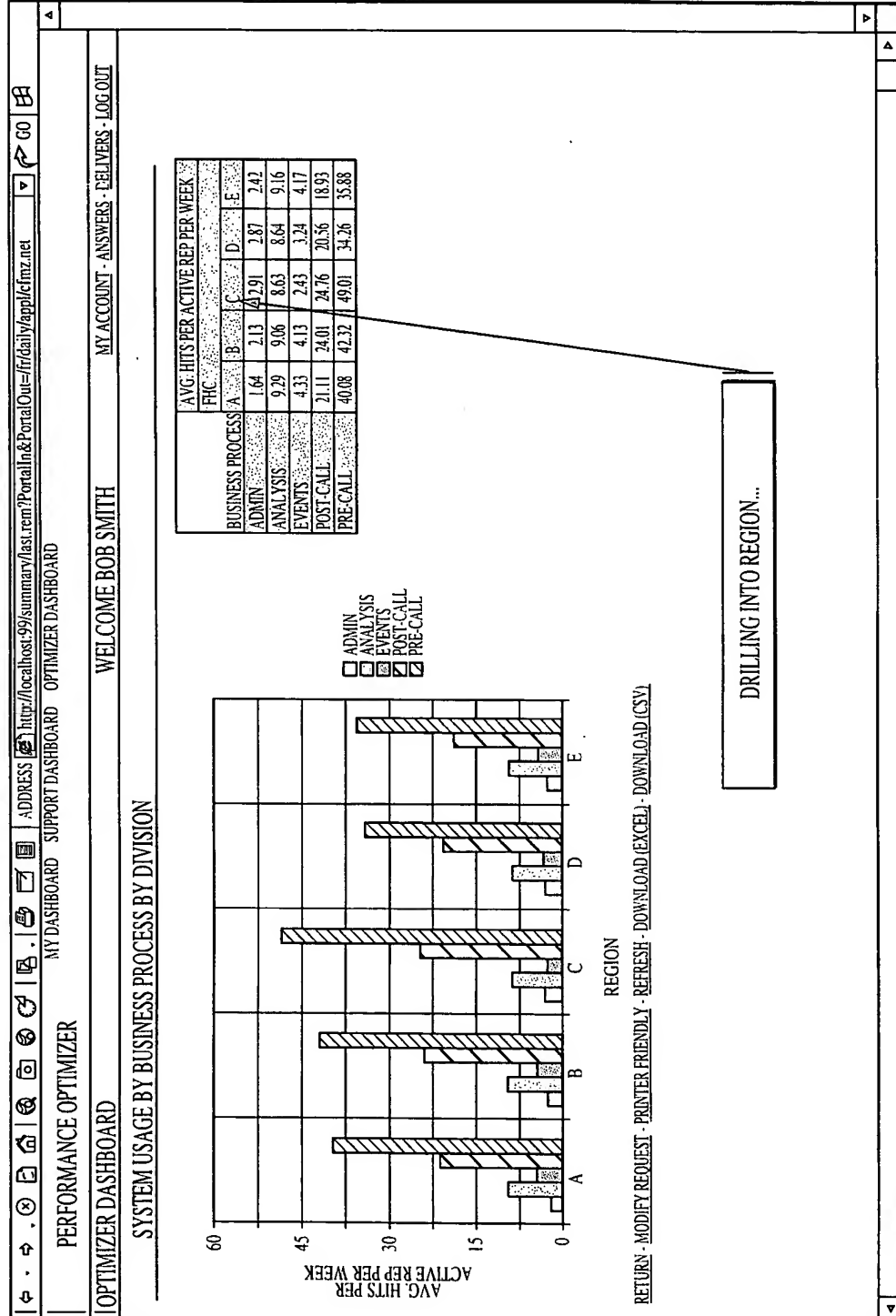
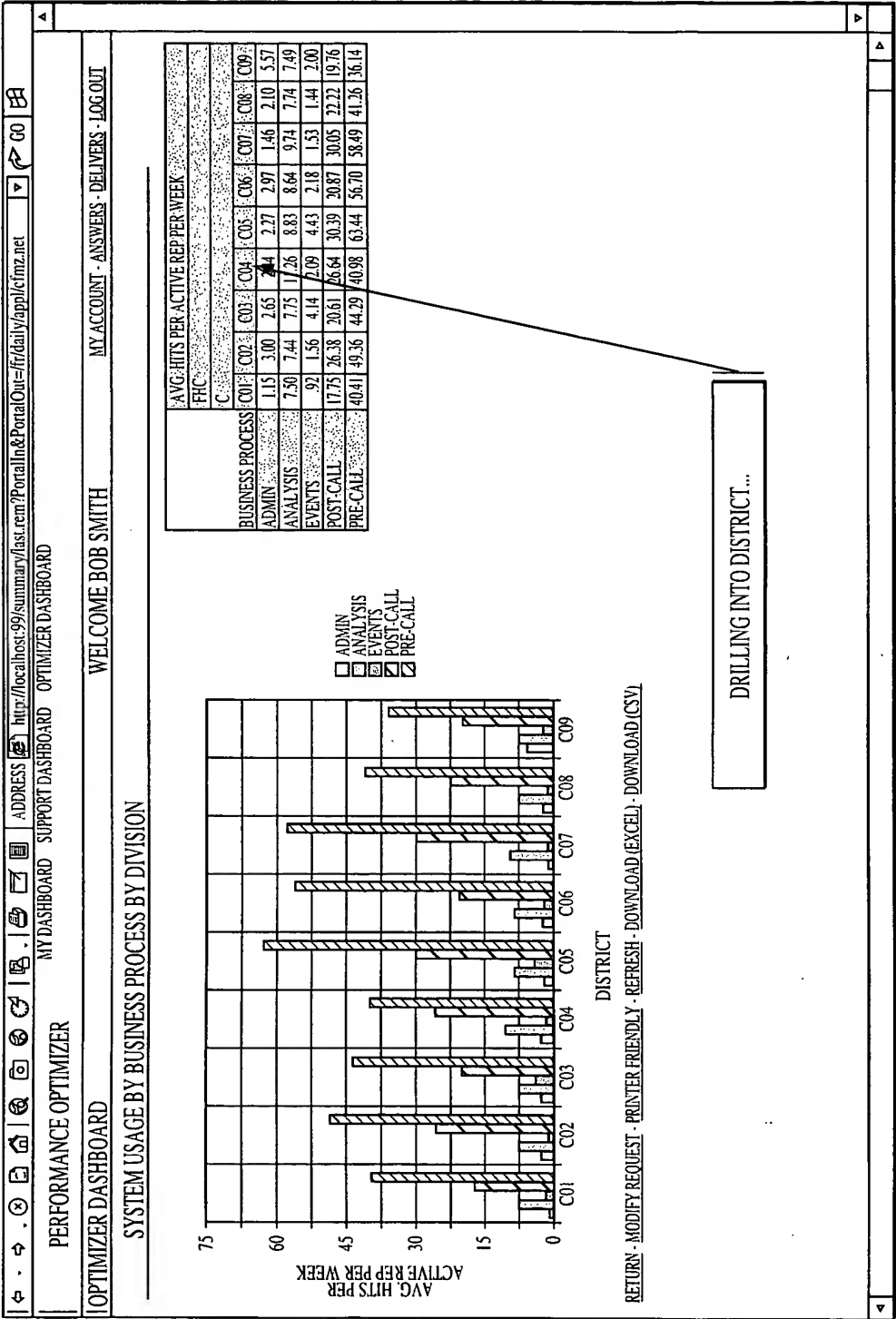


FIG. 9J



RETURN

MODIFY REQUEST

PRINTER FRIENDLY

REFRESH

DOWNLOAD (EXCEL)

DOWNLOAD (CSV)

FIG. 9K

PERFORMANCE OPTIMIZER

MY DASHBOARD SUPPORT DASHBOARD OPTIMIZER DASHBOARD

WELCOME BOB SMITH MY ACCOUNT - ANSWERS - DELIVERS - LOG OUT

OPTIMIZER DASHBOARD

SYSTEM USAGE BY BUSINESS PROCESS BY DIVISION

AVG. HITS PER WEEK BY BUSINESS PROCESS

Legend: ☐ EVENTS ☐ POST-CALL ☐ PRE-CALL ☒ ANALYSIS ☒ ADMIN

BUSINESS PROCESS	4230	7334	7336	7338	7340	7342	7344	7346	7348
EVENTS	1.00				1.00	2.00	2.50	5.00	1.00
POST-CALL	27.82	18.57	30.29	24.65	17.00	38.91	25.91	12.36	26.70
PRE-CALL	55.62	26.50	10.33	56.09	33.86	46.85	42.67	31.21	47.83
ANALYSIS	5.00	2.00	18.13	9.83	14.63	4.18	4.25	13.00	1.75
ADMIN				4.00	1.00		1.00	6.00	2.00

AVG. HITS PER ACTIVE REP PER WEEK

TERRITORY

RETURN - MODIFY REQUEST - PRINTER FRIENDLY - REFRESH - DOWNLOAD (EXCEL) - DOWNLOAD (CSV)

FIG. 9L

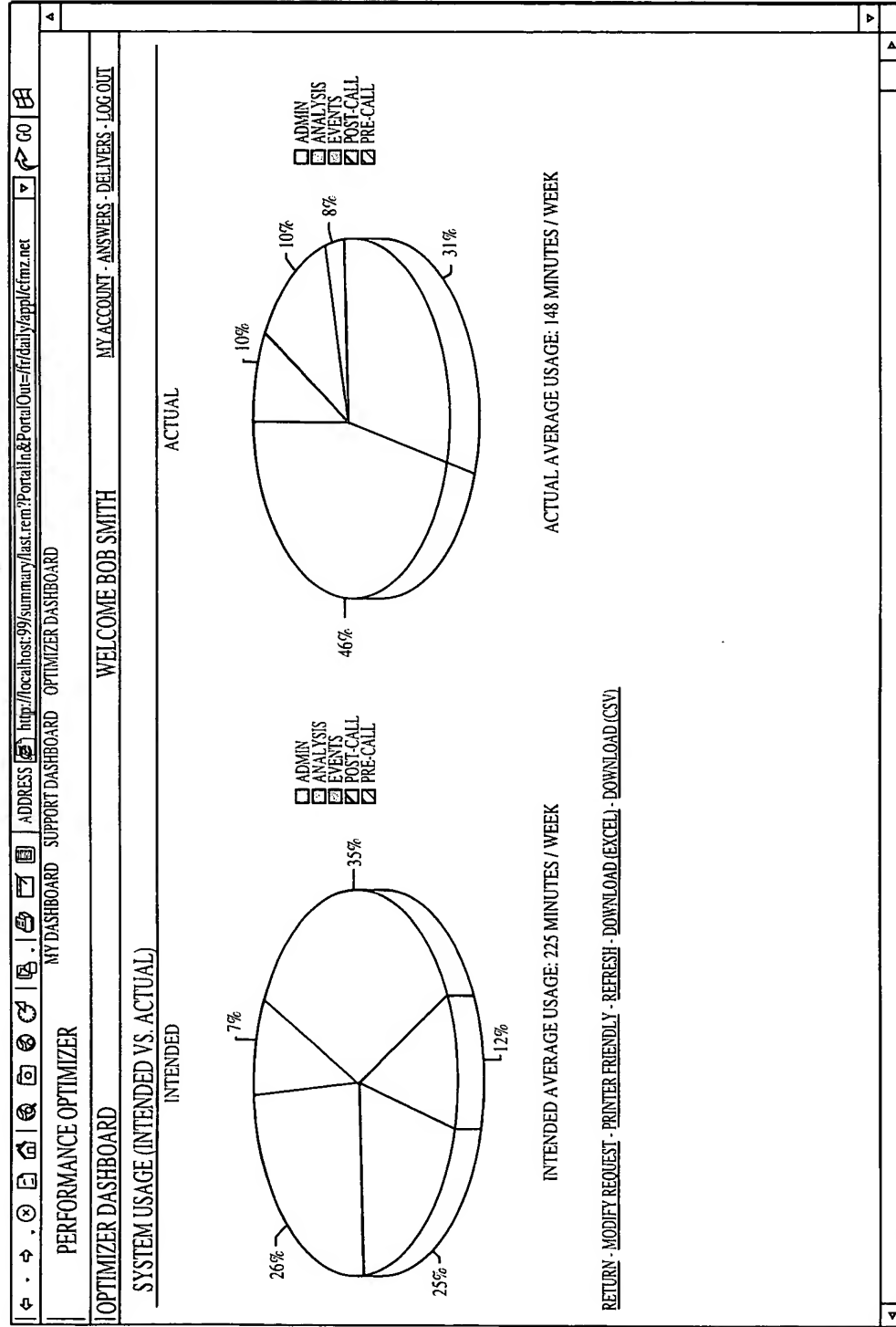
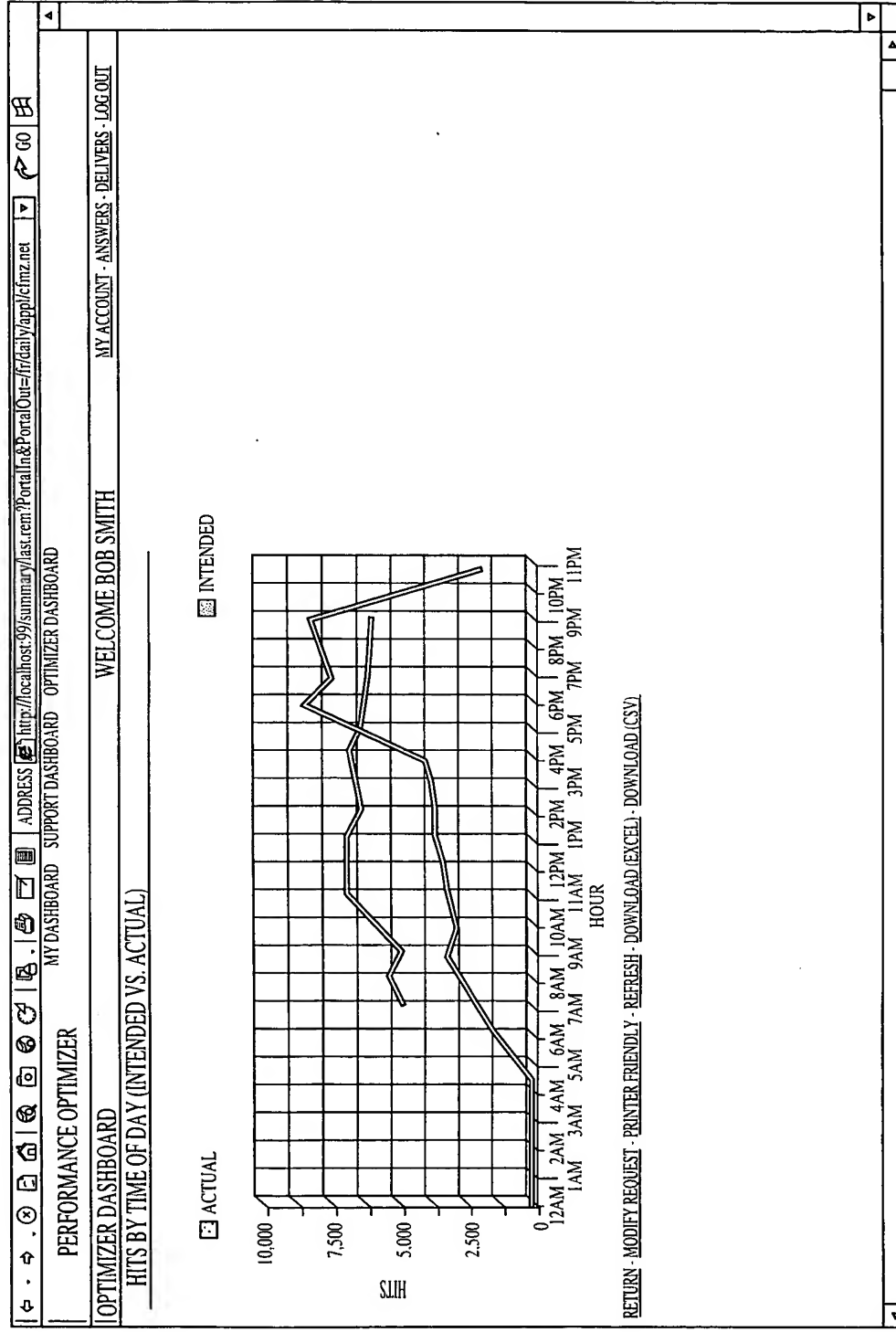


FIG. 9M



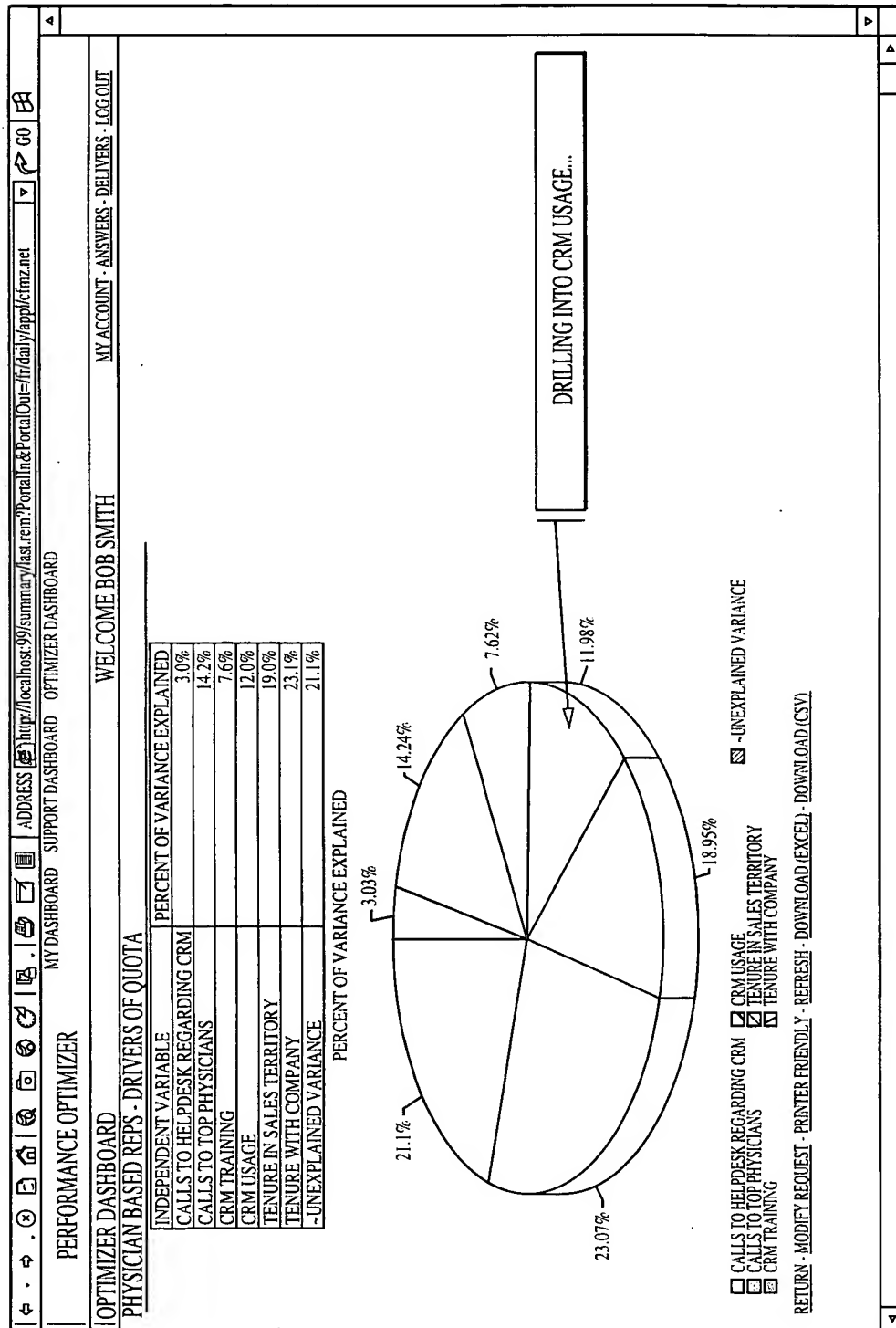


FIG. 90

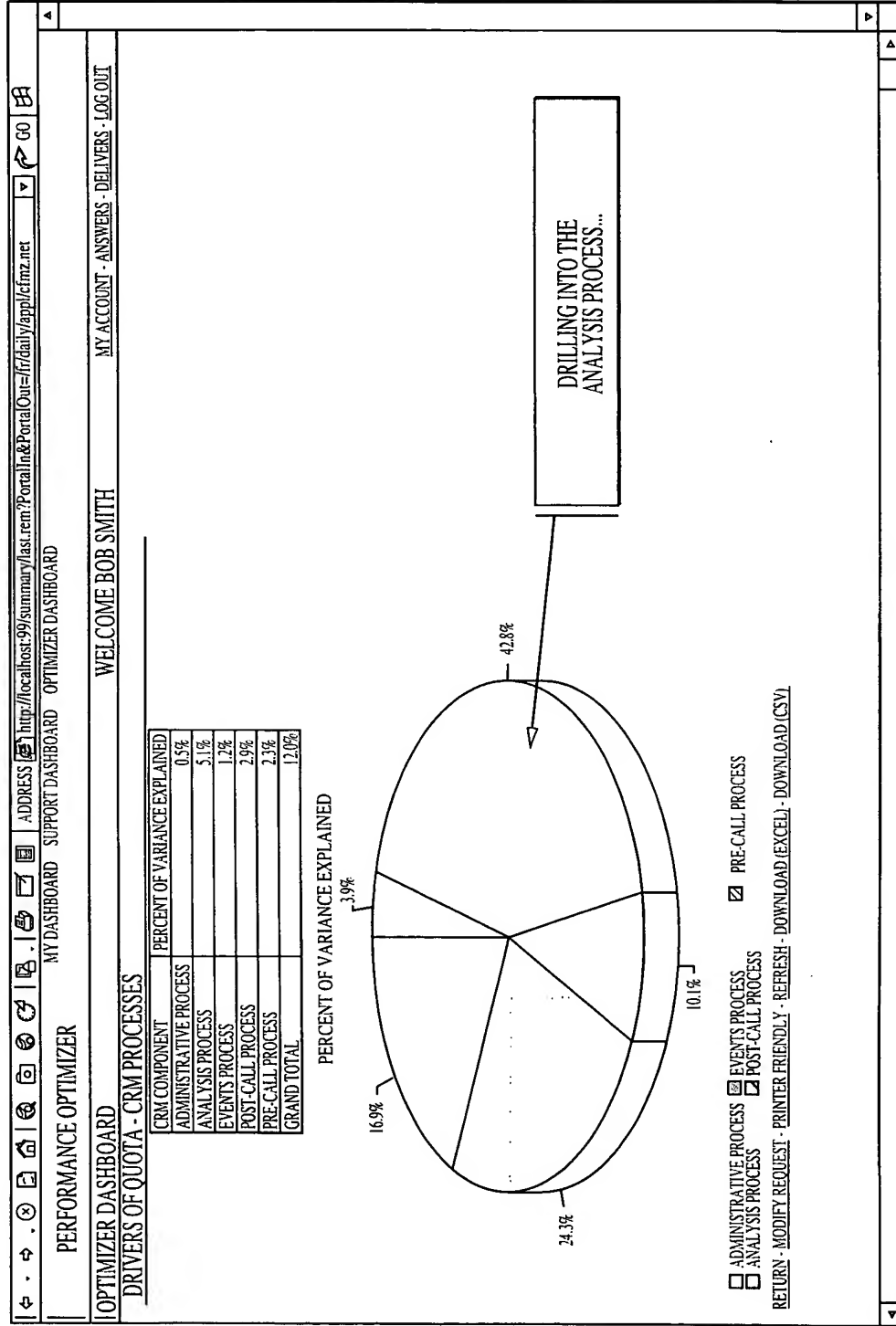


FIG. 9P

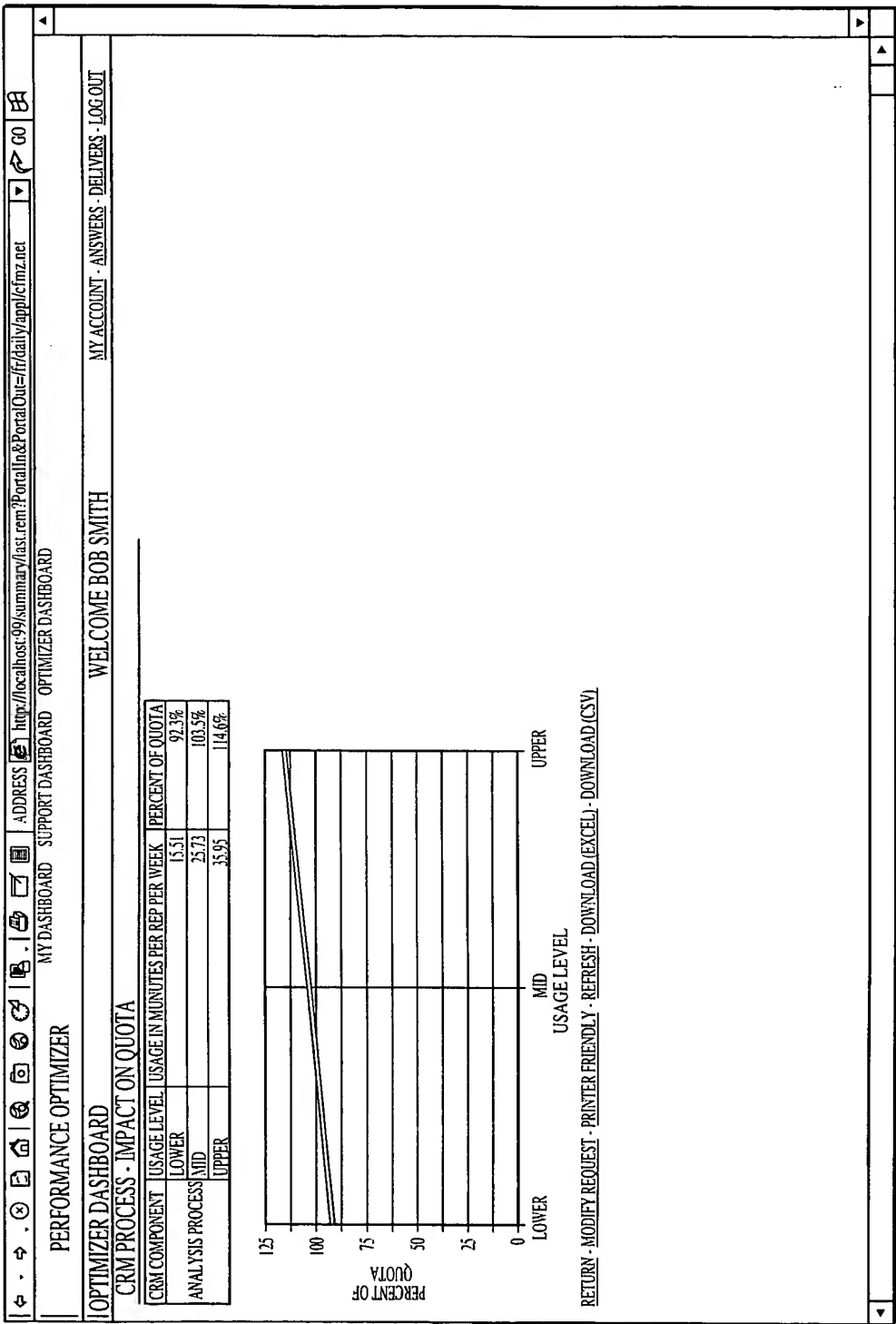


FIG. 9Q